



## The Institute of Sales & Marketing Management

Level 1 Award in Basic Sales Skills

Level 2 Award and Certificate in Sales and Marketing

Level 3 Award, Certificate and Diploma in Advanced Certificate in Sales & Marketing

Level 4 Award, Certificate and Diploma in Operational Sales Management

Level 4 Award, Certificate and Diploma in Account Management/Sales Management

Level 6 Executive Award, Certificate and Diploma in Strategic Sales and Account Management

### Reading List

Author(s), date published, title, publisher location and publisher	Level 1	Level 2	Level 3	Level 4	Level 5 Account Management	Level 5 Sales Management	Level 6
Cheverton, P. (2004) <i>Key Account Management</i> 3 <sup>rd</sup> ed. London: Kogan Page			*	*	**	*	**
Cole, G. A. (2006) <i>Management Theory and Practice</i> 6 <sup>th</sup> ed. London: Thompson Learning			*	*	*	*	
Cooper, S. (1996) <i>Selling: Principles, Practice and Management</i> London: Prentice Hall	*	**	**				
Cottrell, S. (2003) <i>The Study Skills Handbook</i> 2 <sup>nd</sup> ed. Basingstoke: Palgrave	*	*	*	*	*	*	*
Davidson, H. (2005) <i>The Committed Enterprise: Making Vision, Values and Branding Work</i> London: Elsevier							**
Donaldson, B. (2007) <i>Sales Management: Theory and Practice</i> 3 <sup>rd</sup> ed. Basingstoke: Palgrave Macmillan				*	*	*	
Doyle, P. (2000) <i>Value-Based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value</i> Chichester: Wiley					*	*	**
Gittomer, J. (2006) <i>The Little Red Book of Sales Answers</i> USA: Prentice Hall	*	*					
Grewal, D. and Levy, M. (2008) <i>Marketing</i> International Edition USA: McGraw-			*	*	*	*	*
Heiman, S. E. Sanchez, D. and Tuleja, T. (2003) <i>The New Strategic Selling</i> London: Kogan Page			*	*	*	*	*
Jobber, D. and Lancaster, G. (2006) <i>Selling and Sales Management</i> 7 <sup>th</sup> ed. Harlow: Pearson Education			**	**	**	**	**
Johnson, M.W. and Marshall, G.W. (2006) <i>Churchill/Ford/Walker's Sales Force Management</i> 8 <sup>th</sup> ed. International Edition USA: McGraw Hill				**	**	**	**
Johnson, M.W. and Marshall, G.W. (2008) <i>Relationship Selling</i> International Edition USA: McGraw-Hill				*	*	*	
Kotler, P. Saunders, J. and Armstrong, G. (2004) <i>Principles of Marketing: European Edition</i> 4 <sup>th</sup> ed. London: Prentice Hall				*	*	*	
MacDonald, M. and Woodburn, D. (2007) <i>Key Account Management: The Definitive Guide</i> 2 <sup>nd</sup> ed. Oxford: Butterworth-Heinemann				*	**	**	**
Mullins, L.J. (2007) <i>Management and Organisational Behaviour</i> 8 <sup>th</sup> ed. Harlow: Pearson Education				**	**	**	**
Piercy, N.F. and Lane, N. (2009) <i>Strategic Customer Management: Strategizing the Sales Organization</i> , Oxford: Oxford University Press				**	**	**	**
Robinson, P. (2009) <i>Level 2 Sales and Marketing Tutor Guide Part 1</i> UK: SalesMC <a href="http://www.lulu.com">www.lulu.com</a>	*	**					
Rogers, B. (2007) <i>Rethinking Sales Management: a strategic guide for practitioners</i> Chichester: Wiley				**	**	**	**
Wilson, A. (2003) <i>Marketing Research: An Integrated Approach</i> Harlow: Pearson Education				**	**	**	**

Key: \* Recommended \*\* Strongly recommended