

MARKETING - RESOURCES

GENERAL LEADERSHIP RESOURCES

Title	Author	Publisher	Year	Link
The Practical Marketing Workbook: Over 250 exercises for teaching marketing Ideal for flipped classrooms (book)	Geoff Fripp	Independently published	2017	Link
Business for Higher Awards (second edition) (Business for Higher Awards with Marketing for Higher Awards) (book)	David Needham, Maureen Rawlinson, Martin Coles, Rod Harris, Rob Dransfield	Heinemann	1999	Link
Principles of Marketing (book)	Philip T. Kotler & Gary Armstrong	Pearson	2017	Link
Great Ideas for Teaching Marketing (website)	Great Ideas for Teaching Marketing	Online Website	2012 - 2017	Link
The Marketing Study Guide	Geoff Fripp	Online Website	2013 - 2017	Link
Practical Tools to Trigger & Support Social Innovation	DIY	Online Website		Link
Six steps to a winning marketing strategy	Alex Blyth	The Chartered Institute of Marketing	2016	Link
Marketing Teacher's Lesson Store	MarketingTeacher.com	Online Website	2000 - 2018	Link

IGNATIAN RESOURCES

Title	Author	Publisher	Year	Link
This section currently does not have any ignatian resources, if you would like to suggest some please send an email to projectplanning@jesuits.eu				

QUOTES

- “Good marketers see consumers as complete human beings with all the dimensions real people have.” – Jonah Sachs
- “Today it's important to be present, be relevant and add value.” – Nick Besbeas
- “The world says: "You have needs -- satisfy them. You have as much right as the rich and the mighty. Don't hesitate to satisfy your needs; indeed, expand your needs and demand more." This is the worldly doctrine of today. And they believe that this is freedom. The result for the rich is isolation and suicide, for the poor, envy and murder.” - Fyodor Dostoyevsky, The Brothers Karamazov
- “Earth provides enough to satisfy every man's needs, but not every man's greed.” — Mahatma Gandhi
- “Wealth, like happiness, is never attained when sought after directly. It comes as a by-product of providing a useful service.” – Henry Ford