

Management and Marketing: Suggested Reading 1 of 6

Moi Ali, Stephen Brookson, Andy Bruce, John Eaton, Robert Heller,
Roy Johnson, Ken Langdon, Steve Sleight:
Managing for Excellence
Dorling Kindersley, 2002

Scott Bedbury:
A New Brand World
Viking, New York 2002

Laura Brown and Tony Grundy:
Project Management for the Pharmaceutical Industry
Gower, 2004

Manfred Bruhn:
Kundenorientierung
dtv, 2003

David Currier with Jay Frost:
Be brief. Be bright. Be gone. Career Essentials for Pharmaceutical
Representatives.
jUniverse Inc Book Publisher, 2001

John Czepiel:
Competitive Marketing Strategy
Prentice Hall, Englewood Cliffs, New Jersey, 1992

Reiner Czichos:
Change Management
Ernst Reinhardt Verlag, 2002

Erich-N. Detroy:
Wie man mit Brief, Telefon und Erstbesuch neue Kunden systematisch und
dauerhaft gewinnt
Verlag Moderne Industrie 1984

Erwin Dichtl, Hans Raffée, Michael Thiess:
Innovatives Pharma-Marketing
Gabler Verlag, Wiesbaden, 1989

Christina Ewald:
Direktmarketing - so geht's
WRS Verlag, Planegg, 1999

Viola Falkenberg:
Pressemitteilungen schreiben
FAZ-Institut, 2000

Hans-Peter Förster
Texten wie ein Profi.
Frankfurter Allgemeine Buch, 2005

Dolores M. Frías:
Marketing farmacéutico.
Ediciones Pirámide (Group Anaya), 2000

Harald Friesewinkel:
Pharma-Business
E. Habrich Verlag, Berlin, 1992

Michael Gams:
Kleine Gesten, große Wirkung
Redline Wirtschaft, 2002

Rudolf W. Giuliani:
Leadership
Bertelsmann 2002

Ford Harding:
Rain making.
The Professional's Guide to Attracting New Clients
Bob Adams, Inc., An F+W Publications Company, 1994

Harvard Business Review:
Brand Management
Harvard Business School Press, 1999

Bill Jensen:
The Simplicity Survival Handbook
Basic Books, 2003

Jon Katzenbach, Douglas K. Smith:
Teams: Der Schlüssel zur Hochleistungsorganisation
Ueberreuter, 1993

Peter Kenzelmann:
Kundenbindung
Pocket Business, Cornelsen 2005

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Peter Kerger:
Werben wie die Profis
Gabal Verlag, Offenbach 1997

Philip Kotler:
Kotler on Management: How to create, win and dominate markets
The Free Press, Simon & Schuster, 1999

Jörg Krause & Felix Somm:
Online-Marketing
Hanser, 1998

John Lidstone:
Presentation Planning and Media Relations for the Pharmaceutical Industry
Gower, 2003

Florence and Marita Littauer:
Talking so People Will Listen.
Regal Books, Ventura, USA, 1998

Michael Lonsert and Klaus-Jürgen Preuß & Eckhard Kucher:
Handbuch Pharma-Management
Gabler Verlag, Wiesbaden, 1995

Janice MacLennan:
Brand Planning for the Pharmaceutical Industry
Gower, 2004

Peter McNamee & John Celona & Strategic Decisions Group:
Decision Analysis with Supertree
The Scientific Press, South San Francisco, 1990

David H. Maister:
True Professionalism - The courage to care about your people, your clients,
and your career
Free Press, 2000

Albert Mehrabian:
Silent messages: Implicit communication of emotions and attitudes
Wadsworth, 1981

Franz Metcalf, BJ Callagher:
What would Buddha do at work?
Seastone, an imprint of Ulysses Pres, 2001

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Talane Miedaner:
Coach Yourself to Success
Contemporary Books, Lincolnwood, 2000

Robert B Miller, Stephen E Heiman:
Conceptual Selling
Miller-Heimann, Inc, 1987

Henry Mintzberg:
The Rise and Fall of Strategic Planning
The Free Press, New York, 1994

Mono:
Branding: From Brief to Finished Solution
RotoVision Crans-Pres-Celigny, 2002

Bob Nelson:
1001 Ways to Reward Employess.
Workman Publishing, New York 2005

David Ogilvy:
Ogilvy on Advertising
New York, Crown, 1983

David Ogilvy:
Geständnisse eines Werbemannes
Econ, 1964

Tom Peters:
• The Professional Service Firm 50.
• The Brand You 50.
• The Project 50.
Series published by Alfred A. Knopf, Inc. Copyright 1999 by Excel/A California

Thomas Peters, Robert H. Waterman:
In Search of Excellence
Warner Books, 1988

Tom Peters:
Re-Imagine
Dorling Kindersley Limited, 2003.
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B. Joseph Pine II and James H. Gilmore:
The Experience Economy - Work is Theatre and Every Business a Stage
Two audiocassettes, HighBridge Company, St. Paul, Minnesota, USA, 2000

Markus Reiter:
Überschrift, Vorspann, Bildunterschrift
UVK 2006

Ben Renshaw:
Successful but something is missing: Daring to enjoy life to the full
Published by Rider, 2000

Al Ries and Laura Ries:
The 22 Immutable Laws of Branding
HarperCollins Publishers, 1998

Michael Rossié:
Sprechertraining
List, 2004

Amran Sahihi, Hans D. Baumann:
Kauf mich: Werbe-Wirkung in Sprache und Schrift
Psychologie Heute. Beltz, 1987

Peter Scott-Morgan, Arthur D. Little:
Die heimlichen Spielregeln: Die Macht der ungeschriebenen Gesetze im
Unternehmen
Campus, 1994

Hans D. Schittly:
Faszination Verkaufen
Verlag Trainer Börse Schittly, 2006

Anne Schüller, Monika Dumont:
Die erfolgreiche Arztpraxis.
Springer, 2004

Speakers Roundtable:
Speaking Secrets of the Master.
Executive Books, Mechanisburg, USA, 1995

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Doug Stevenson:
Never Be Boring Again.
Cornelia Press, USA, 2003

Volker Streit, Michael Letter:
Marketing für Arztpraxen.
Springer, 2005

William Strunk Jr & EB White:
The Elements of Style
Allyn & Bacon. A Pearson Education Company, 2002

Thomas Trilling:
Pharma-Marketing
Springer, 2003

Glen Urban & John Hauser:
Design and Marketing of New Products
Prentice Hall, Englewood Cliffs, New Jersey, 1993

Lilly Walters:
Secrets of Successful Speakers. How You can Motivate, Captivate &
Persuade. McGraw-Hill, New York, 1993

Hans Christian Weis:
Marketing
Kiehl Verlag, Ludwigshafen, 1990

Heinz Welling:
Das Handbuch für den Praxiserfolg.
Thieme, 2005

Peter Mc Williams:
You cannot afford the luxury of a negative thought
The Life 101 Series, Prelude Press, Inc, 1995

Volker H. Wissmann:
Erfolgreiche Kundenbindung im Dienstleistungsbereich.
Humboldt, 2000; WRS Verlag, Planegg, 1999