

**ACADEMIC TEXTBOOKS CO-AUTHORED WITH PROFESSOR GEOFFREY LANCASTER**

<b><u>Date</u></b>	<b><u>Title</u></b>	<b><u>Publisher</u></b>
1988	: The Marketing Primer , 238 pp	Heinemann
1988	: Essentials of Marketing, 425 pp	McGraw-Hill
1990	: Mini Cases in Marketing, 198 pp	Heinemann
1991, 1992	: Mini Cases in Marketing	(Reprinted)
1993	: Mini Cases in Marketing	(Spanish Edition)
1993	: Essentials of Marketing, 490 pp	Second Edition
1993	: Marketing Management, 378 pp	McGraw-Hill
1995	: Marketing Case Studies, 206 pp	Butterworth Heinemann
1996	: Strategic Marketing : Planning & Education, 287 pp	Kogan Page
1998	: Marketing Management, 442 pp	McGraw-Hill, Third Edition
1998	: Marketing Management, 456 pp	Slovak Edition
1998	: Essentials of Marketing, 480 pp	McGraw-Hill, Third Edition
2001	: Marketing Management, 542 pp	McGraw-Hill, Fourth Edition
2002	: Essentials of Marketing, 549 pp	McGraw-Hill, Fourth Edition
2011	: Essentials of Marketing Management, 550 pp	Routledge
2018	: Essentials of Marketing Management, 470 pp + Website for Learners and Lecturers	Routledge, Second Edition

## **BOOKS IN PROGRESS**

**Marketing Health Check Manuscript -- Completed**

**Handbook for Dissertation Management – An End to End Solution for Applied  
Doctoral Research -- Completed**

## **CONFERENCE PAPERS AND KEYNOTE ADDRESSES**

<b>1976</b>	<b>:</b>	<b>HEC Paris (France)</b>	<b>Distribution Cost Analysis</b>
<b>1976</b>	<b>:</b>	<b>ECOLE Superior De Commerce Lille &amp; Lyon (France)</b>	<b>Quantitative Situational Analysis</b>
<b>1976</b>	<b>:</b>	<b>MEG Conference Norwich University (UK)</b>	<b>Quantitative Situational Analysis</b>
<b>1978</b>	<b>:</b>	<b>Marketing Higher Education</b>	<b>ARMC National Conference (UK)</b>
<b>1983, 1986</b>	<b>:</b>	<b>Chartered Institute of Marketing Tutor Conference</b>	<b>Case Study Analysis &amp; Examiners Expectations</b>
<b>1992</b>	<b>:</b>	<b>Marketing Orientation and Market Development</b>	<b>Singapore Printing Industry</b>
<b>1993</b>	<b>:</b>	<b>Marketing Orientation for Vision 2020</b>	<b>Sarawak (Malaysia)</b>
<b>1994</b>	<b>:</b>	<b>Marketing Planning &amp; Overseas Market Development for Economic Growth – Sarawak State Farmers Organisation</b>	<b>Ministry of Agriculture</b>
<b>1995</b>	<b>:</b>	<b>Marketing Planning &amp; Multi-Lateral Trade</b>	<b>Malaysian Institute of Insurance</b>

1996	:	<b>Marketing Strategy and Business Process Re-Engineering International Strategic Marketing Association</b>	<b>Singapore</b>
1998	:	<b>Branding Strategies for Private Banking in the Asia Pacific region</b>	<b>Singapore</b>
1999	:	<b>Mission Building for Marketing Planning</b>	<b>BIOMIN Global Marketing Symposium (Thailand)</b>
2004	:	<b>Strategic Management for Saudi Arabia CEO</b>	<b>Strategic Management Symposium (Dubai)</b>
2005	:	<b>Business Relevance – CEO Address</b>	<b>Singapore Manufacturers' Association (Singapore)</b>
2006	:	<b>Marketing Healthcheck</b>	<b>Singapore Manufacturers' Association (Singapore)</b>
2007	:	<b>Business Relevance through Customer Centricity – CEO Address</b>	<b>Jeddah Chamber of Commerce (Saudi Arabia)</b>
2007	:	<b>Marketing Planning Systems</b>	<b>Jeddah (Saudi Arabia)</b>
2007	:	<b>Questioning Relevance – CEO Address</b>	<b>Colombo, Sri Lanka</b>
2008	:	<b>Management Development &amp; Talent Management Innovations through Action Learning</b>	<b>National HR Forum, Jeddah Saudi Arabia (October)</b>
2010	:	<b>Corporate Sustainability in Conditions of Crisis</b>	<b>National Forum, Jeddah Saudi Arabia (October)</b>
2010	:	<b>Management Development &amp; Talent Management Innovations</b>	<b>Riyadh, Saudi Arabia</b>
2011	:	<b>Regional Economic Development Road Map</b>	<b>Najran, Saudi Arabia</b>
2013	:	<b>Sri Lankan Non-Bank Finance Sector Routes for Sustainable Growth Institute of Directors</b>	<b>Colombo, Sri Lanka</b>

- 2016 : Business Model Transformation to Accelerate Continuous Progression for Kingdom of Saudi Arabia Vision 2020 and 2030 Jeddah (Saudi Arabia)**
- 2016 : Kingdom of Saudi Arabia : Transformation Agenda – The Impact Upon Business Models --- A Strategy to Performance Gap Jeddah (Saudi Arabia)**
- 2016 : The Human Capital Agenda to Accommodate KSA Vision 2030 Jeddah National HR Forum (Saudi Arabia)**