KNOWLEDGE AND MARKETING MANAGEMENT SEMINAR - 91067-ENG
Main Professor: Prof. Daniela Andreini  daniela.andreini@unibg.it
Visiting Professors: Prof. Robert Brooks Gekler, Prof. Jane Klobas

PROGRAM FOR NON-ATTENDEE STUDENTS

Articles about Knowledge Management (all the articles are available in the library website http: http://servizibibliotecari.unibg.it/index.htm)

1. Redman “Data's credibility problem”
2. Pugh & Prusak “Designing effective knowledge networks”
3. Nonaka “The knowledge-creating company”
4. Leonard, Barton & Barton “Make yourself an expert”
5. Adler et al. “Building a collaborative enterprise”
6. Nonaka “Creating new knowledge the Japanese way” [available only from Harvard web site]
7. McDonough et al. “Integrating innovation style and knowledge into strategy”
8. Hansen, Nohria & Tierney “What’s your strategy for managing knowledge?
9. “A note on knowledge management in professional service firms” HBS 314034 [available only from Harvard web site]

Articles about Marketing Management (all the articles are available in the library website http: http://servizibibliotecari.unibg.it/index.htm)

Brand Building, Consumer Behavior, Customer Insights

Applied Marketing Research, Segmentation &Targeting

New Product Marketing, Brand Extension, Advertising, Marketing Ethics
12. Anne Field - debriefing Sunil Gupta (2006), “So... How well are your Customers Serving You”, HBP

Local Brand and Locbcal strategies

CASE STUDIES TO ANALYZE

Case Studies in Knowledge Management:
1. Global Knowledge Management at Danone (A) Abridged*
2. Managing Knowledge and Learning at NASA and the Jet Propulsion Laboratory (JPL)
3. MindTree: A community of communities
4. Innovation at the Boston Consulting Group
Case Studies in Marketing Management:

*Brand Building, Consumer Behavior, Customer Insights*

1. “Fashion Channel”
3. “Metabical II: Pricing, Packaging and Demand Forecasting”

*Applied Marketing Research, Segmentation & Targeting*

4. “Aqualisa Quartz: Simply a Better Shower”

*New Product Marketing, Brand Extension, Advertising, Marketing Ethics*

5. “Mountain Man Brewing: Bringing the Brand to Light”

*Cultural Branding*

6. Ethnic Consumers Consulting

The case studies can be purchased and downloaded at the following link:
https://cb.hbsp.harvard.edu/cbmp/access/32040362

Suggested reading