

CFIM/JENKINSON PUBLICATIONS

See also blog at www.steps-stones.org/Blog

BOOKS

- Jenkinson, A. (1993) *From Stress to Serenity, Gaining strength in the Trials of Life*, Sophia Books, Forest Row, UK
- Jenkinson, A. (1995) *Valuing Your Customers, From quality information to quality relationships through database marketing*, McGraw Hill, Maidenhead, England.

EDITED BOOKS

- Jenkinson, A. (2008) *The Realities of Integrated Communications*, in *Integrated Marketing Communication: Concepts and Cases*. ed. Gopalakrishnan P. S., Icfai University Press, Hyderabad, pp 45-56
- Jenkinson, A. (2005) *A Vision for Integrated Marketing*, in *Integrated Marketing Communications, An Introduction*, ed. S. S. Kambhammettu, Le Magnus University Press, Hyderabad, India, ISBN 81-89333-01-1
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- Kitchen, P.J., Jenkinson, A., Sain, B. (2004) Integrated marketing Communications: the next step, in Communicating with Customers: Trends and Developments, Edited by Cleopatra Veloutsou, Chapter 13, pp 197-215, Athens Institute for Education and Research (ATINER), Athens, ISBN: 960-87822-2-8

ONLINE KNOWLEDGE

- Jenkinson, A. (1995-2001) Truffles: over 50 papers and how-to texts written for OgilvyOne either as sole author or in conjunction with various authors

REFEREED PUBLICATIONS/CONFERENCES

- Jenkinson, A. (2009) Tough markets require peak performance – demanding clarity and focus on your unique value edge. E-views Journal, Issue 9, July, Xplor UK, pp 7-10.
- Jenkinson, A. (2007) Evolutionary implications for touchpoint planning as a result of neuroscience: A practical fusion of database marketing and advertising. Journal of Database Marketing & Customer Strategy Management, 14, 164–185.
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- Elevating the banal: understanding and selecting name and address processing software, *Journal of Targeting, Marketing and Analysis for Measurement*, Vol. 1 (No. 2; Autumn 1992)

IDM DIPLOMA and CERTIFICATE COURSEWARE

- Jenkinson, A. (2008) Foundation: Marketing and Communications, Diploma in Integrated Marketing Communications, Module 1 Course Text, Institute of Direct Marketing, London
- Jenkinson, A. (2008) Understanding Communications and Consumers, Diploma in Integrated Marketing Communications, Module 4 Course Text, Institute of Direct Marketing, London
- Jenkinson, A. (2008) IMC Strategy, Diploma in Integrated Marketing Communications, Module 5 Course Text, Institute of Direct Marketing, London
- Jenkinson, A. (2008) Planning and Evaluating IMC, Diploma in Integrated Marketing Communications, Module 6 Course Text, Institute of Direct Marketing, London
- Jenkinson, A. (2008) Foundation: Marketing and Communications, Diploma in Integrated Marketing Communications, Module 1 Tutor Presentation and Material, Institute of Direct Marketing, London
- Jenkinson, A. (2008) Understanding Communications and Consumers, Diploma in Integrated Marketing Communications, Module 4 Tutor Presentation and Material, Institute of Direct Marketing, London
- Jenkinson, A. (2008) IMC Strategy, Diploma in Integrated Marketing Communications, Module 5 Tutor Presentation and Material, Institute of Direct Marketing, London
- Jenkinson, A. (2008) Planning and Evaluating IMC, Diploma in Integrated Marketing Communications, Module 6 Tutor Presentation and Material, Institute of Direct Marketing, London
- Jenkinson, A. (2008) Gaining customer knowledge and insight, Diploma in Digital Marketing, Module 7, Institute of Direct Marketing, London

Jenkinson, A. (2008) Managing integrated marketing communications, Diploma in Digital Marketing, Module 8, Institute of Direct Marketing, London

Jenkinson, A. (2007) Diploma in Integrated Marketing Communications, Course Syllabus, Institute of Direct Marketing, London

Jenkinson, A. (2005) Managing integrated marketing communications, Diploma in Digital Marketing, Module 9, Institute of Direct Marketing, London

Jenkinson, A. (2005) The media neutral approach to planning, Diploma in Digital Marketing, Module 9, Institute of Direct Marketing, London

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- Jenkinson, A., Sain, B. (2004) New Approaches to Marketing Communications, Channel 4, 124 Horseferry Road, 26th February, 2004
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- Jenkinson, A. (2007) Insights and Value, Oct 10th, Australian Chamber of Commerce, Perth, Western Australia.
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RESEARCH REPORTS

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- Jenkinson, A. and Sain, B. (2003) The Automobile Association: how a big idea put the AA back together
- Jenkinson, A. and Sain, B. (2003) Specsavers - An Innovative Integrated Marketing Model, Centre for Integrated Marketing
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- Jenkinson, A. and Sain, B. (2002) Lush, the scent of success, Centre for Integrated Marketing
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WEBSITE THINKPIECES, integratedmarketing.org.uk

Holism and anti-holism in Integrated Marketing

DIALOGUE: Creating value through marketing communications

A Fragmented World

Challenges to achieving competitiveness

Client role in Open Planning

Getting words clear

The new communications principle

Unified Communications thinking

Unified planning

EVIDENCE OF ESTEEM

International Editorial Board of Journal of Database Marketing & Customer Strategy Management

Made Fellow of the Chartered Institute of Marketing, April 2002

Made Founder Fellow of the Institute of Direct Marketing, 2003

Commissioned (2002) to set up the Chartered Institute of Marketing's Media Neutral Planning Canons of Knowledge web area

Commissioned (2005-6) by MCCA (Marketing Communication Consultants Association, UK) to run their senior practitioner special interest research group into media and communication metrics

Commissioned (2005) to brief ISBA senior practitioner task force on best practice in direct marketing

Commissioned (2004) to write IMC courseware contributions for IDM Diploma in Digital Marketing

Commissioned (2002-4) by Chartered Institute of Marketing to run their senior practitioner special interest research group into Media Neutral Planning, with findings forming the basis of their 'Shape the Agenda' Insight programme for Q1 2004, and 3 invitations to speak at CIM conferences

Major profile (2004) in Chartered Institute of Marketing's marketing business magazine, March

Commissioned (2002) to write major courseware contributions for IDM Diploma in Direct & Interactive Marketing

Commissioned (2002) to write major courseware contributions for IDM Certificate in CRM

Commissioned (2002) to give keynote presentation on Media Neutral Planning at IDM Educators Institute, London, 1 May 2002

Commissioned to design and lead IDM seminar on IMC, 2002

Commissioned (2005) to provide keynote presentation at British Council event Mumbai, India and keynote at Integrated Marketing 2 day conference organised by All India Management Association/MICA

Visiting Professor (2004-) MICA, Ahmedabad, India,

Visiting Professor (2006-) Christelijke Hogeschool Nederland (CHN) in Leeuwarden, Netherlands, Masters Mens en Organisatie, Module: 'Client Focus as a Centre of Human Development'