

## CFIM/JENKINSON PUBLICATIONS

See also blog at [www.steps-stones.org/Blog](http://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
- Jenkinson, A. (2005) *The Realities of Integrated Communications*, in *Integrated Marketing Communications, An Introduction*, ed. S. S. Kambhammettu, Le Magnus University Press, Hyderabad, India, ISBN 81-89333-01-1
- Jenkinson, A. (2002) *Strategic thinking for loyalty*, in *The interactive and direct marketing guide*, Vol. 1&2, The Institute of Direct Marketing, Teddington, ISBN 0-951-186929-9;
- Jenkinson, A. (2002) *Interactive and direct techniques for retaining customers*, in *The interactive and direct marketing guide*, Vol. 1&2, The Institute of Direct Marketing, Teddington, ISBN 0-951-186929-9;
- Jenkinson, A. (2002) *In praise of media neutral planning*, in: *Media neutral planning, Critical Marketing Knowledge*, Chartered Institute of Marketing, Cookham, ISBN 0-902-13046-3
- Jenkinson, A. (2002) *Developing and implementing your CRM programme* in *The interactive and direct marketing guide*, Vol. 1&2, The Institute of Direct Marketing, Teddington, ISBN 0-951-186929-9;
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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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- Jenkinson, A. (2007) Learning from integrated marketing: how to optimise personalised customer marketing strategies. *Journal of Direct, Data and Digital Marketing Practice* (2007) 8, 319–335. doi:10.1057/palgrave.dddmp.4350065
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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. (2002) Customer Loyalty, IDM Diploma in Direct & Interactive Marketing, IMC module, Institute of Direct Marketing, London

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- Jenkinson, A. (2002) Using the Technology, IDM Certificate in CRM, Institute of Direct Marketing, London.
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#### PRACTITIONER ORIENTED REPORTS and ARTICLES

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#### PRESENTATIONS/CONFERENCES

- Jenkinson, A., Sain, B. (2004) Open Planning, optimising communications, CIM affiliation event, 13<sup>th</sup> January 2004
- Jenkinson, A., Sain, B. (2004) New Approaches to Marketing Communications, Channel 4, 124 Horseferry Road, 26<sup>th</sup> February, 2004
- Jenkinson, A., Sain, B. (2004) Integrated Marketing: vision and thinking, Centre for Integrated Marketing Annual Conference, 25<sup>th</sup> March, 2004
- Jenkinson, A., Sain, B. (2003) Transforming customer insights into an effective communication mix, IDM Symposium, London, 17 June, 2003

- Jenkinson, A., Peel, L. (2002) Solutions for the City, IMC Workshop for IDM, London, 9&10 April and 12&13 June.
- Jenkinson, A., Lyon, P. (2001) Creating a people-centric organisation, WOLCE: World of Learning Conference & Exhibition, Birmingham.
- Jenkinson, A. (2007) Web 2.0 and the Future of CRM, April 21st, Vodafone International Marketing Conference, Zurich
- Jenkinson, A. (2007) People not Clicks: Communication Planning in a Digital World, Marcus Evans Conferences, London, November 5<sup>th</sup> 2007. Also Chair of conference
- Jenkinson, A. (2007) Insights and Value, Oct 10<sup>th</sup>, Australian Chamber of Commerce, Perth, Western Australia.
- Jenkinson, A. (2007) Branding for NGOs, Nov 8<sup>th</sup>, Danish Association of NGOs, Strategy and Management Programme, London, UK
- Jenkinson, A. (2006) Why document mindshare is important, Oct 17<sup>th</sup>, XPLORE 'Document University', London Olympia, UK
- Jenkinson, A. (2006) Leveraging the "Moments of Truth" through Customer Insight: How to Utilise Technology to Drive Profits, Keynote, Technology for Marketing, 8<sup>th</sup> Feb 2006, CMP, Olympia, London
- Jenkinson, A. (2006) Leadership and motivation: Beyond efficiency: How to mobilise Stellar value across the organisation, Customer Strategy & Management 2006, June 21-22 2006, CMP, Birmingham NEC
- Jenkinson, A. (2005) Beyond Comprehension, XPLORE Annual Conference Keynote, Sept 13<sup>th</sup>, Bristol, UK
- Jenkinson, A. (2004) ROI, enhanced customer value and the entire business, Media Week Conference, 16<sup>th</sup> September 2004
- Jenkinson, A. (2003) The Masterplan: Integrating, Planning and Evaluation, Marketing Week Conference, 7 July, 2003.
- Jenkinson, A. (2003) The future of Marketing is integrated, BMB 10 year Presentation, 9<sup>th</sup> October, 2003
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- Jenkinson, A. (2003) Integrated Marketing means radical thinking, Centrica Masterclass, 22<sup>nd</sup> August 2003.
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- Jenkinson, A. (2002) Why 2002 will be the year of the channel neutral marketer, opening keynote in IDM Educators Institute, London, 1 May.
- Jenkinson, A. (2002) The Importance of IMC to today's marketer, keynote presentation, IMC Workshop for IDM, London, 9&10 April and 12&13 June.
- Jenkinson, A. (2002) Presentation to Royal Bank of Scotland and NatWest Group Marketing Directors on Direct Marketing
- Jenkinson, A. (2002) Planning IMC, IMC Workshop for IDM, London, 9&10 April and 12&13 June.
- Jenkinson, A. (2002) Media Week Panel Debate on MNP, 4<sup>th</sup> December, 2002
- Jenkinson, A. (2002) Loyalty beyond TV, Future of Integrated Communications and Media Neutral Planning, Marketing Week conference, chairman of session and keynote speaker, London, 29&30 October.
- Jenkinson, A. (2002) Developing an Integrated Marketing Campaign, IDM NMG conference, Oxford, 13 May.

#### RESEARCH REPORTS

- Jenkinson, A. (2008) Olympus UK, From Diagnostics to Commitment, Centre for Integrated Marketing
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- Jenkinson, A. and Sain, B., (2005) The Automobile Association, Driving a New Mix of Value, Centre for Integrated Marketing; See also [http://www.theaa.com/travelwatch/planner\\_main.jsp](http://www.theaa.com/travelwatch/planner_main.jsp)
- Jenkinson, A. and Sain, B. (2005) British Gas, From CRM to Integrated Marketing, Centre for Integrated Marketing (in press)
- Jenkinson, A. and Sain, B. (2004) WRC, on track to being a top sports entertainment brand, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) WRC 'When brands become media owners', Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) The National Trust, direct marketing as brand leader, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) Streetka, a new star shines over the old brand, Centre for Integrated Marketing

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- Jenkinson, A. and Sain, B. (2004) Open Planning, optimising communications, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) NSPCC Integrates. FULL STOP, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) Millfield Partnership, integrated marketing powers the fastest growing IFA network, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) IDM communicates - Clutter? What clutter?, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) IBM, a new model for IMC, Centre for Integrated Marketing
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- Jenkinson, A. and Sain, B. (2004) Harley-Davidson, Organisation-led integrated marketing, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) Boots No. 7, Intelligent Media Planning, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) Amazon, bonding customers with integrated service, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2004) Advances in Communications Optimisation for CRM and IMC, Corporate and Marketing Communications Conference, Warwick Business School, University of Warwick, April 5th and 6th, 2004.
- Jenkinson, A. and Sain, B. (2004) Boots No 7, Intelligent Media Planning, [www.IntegratedMarketing.org](http://www.IntegratedMarketing.org).
- 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. (2003) Lush, the scent of success, Centre for Integrated Marketing

- Jenkinson, A. and Sain, B. (2003) Integrated Marketing Means Radical Thinking, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2003) IBM: redesigning the communications function', Centre for Integrated Marketing.
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- Jenkinson, A. and Sain, B. (2002) Lush, the scent of success, Centre for Integrated Marketing
- Jenkinson, A. and Sain, B. (2002) i2 shows the way, Centre for Integrated Marketing.

WEBSITE THINKPIECES, [integratedmarketing.org.uk](http://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'