

MG5616 -Corporate Branding Theory and Issues

View Online



This is a provisional list that has yet to be reviewed.
Items may therefore change.

Aaker, D. A. (2010). Building strong brands. Pocket Books.

De Chernatony, L. (2010). From brand vision to brand evaluation: the strategic process of growing and strengthening brands (3rd ed). Butterworth-Heinemann.
<http://lib.myilibrary.com/browse/open.asp?id=264608&entityid=https://idp.brunel.ac.uk/entity>

Graduate market trends - spring 2010: employability and graduate identity. (n.d.).
http://www.hecsu.ac.uk/graduate_market_trends_spring_2010_employability_and_graduate_identity.htm

Gupta, S., Grant, S., & Melewar, T. C. (2008). The expanding role of intangible assets of the brand. *Management Decision*, 46(6), 948–960.
<https://doi.org/10.1108/00251740810882699>

Hatch, M. J., & Schultz, M. (2003). Bringing the corporation into corporate branding. *European Journal of Marketing*, 37(7/8), 1041–1064.
<https://doi.org/10.1108/03090560310477654>

Kay, M. J. (2006). Strong brands and corporate brands. *European Journal of Marketing*, 40(7/8), 742–760. <https://doi.org/10.1108/03090560610669973>

Keller, K. (n.d.). How do brands create value? *Marketing Management*, 12(3), 26–31.
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=10600463&site=ehost-live>

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1). <https://doi.org/10.2307/1252054>

Keller, K. L. (2013). Strategic brand management: building, measuring, and managing brand equity (4th edition). Pearson.
<http://lib.myilibrary.com/browse/open.asp?id=523713&entityid=https://idp.brunel.ac.uk/entity>

Knox, S., & Bickerton, D. (2003). The six conventions of corporate branding. *European Journal of Marketing*, 37(7/8), 998–1016. <https://doi.org/10.1108/03090560310477636>

Kumar, V. (2006). CLV. *Journal of Relationship Marketing*, 5(2–3), 7–35.
https://doi.org/10.1300/J366v05n02_02

Muzellec, L., & Lambkin, M. (2006). Corporate rebranding: destroying, transferring or

creating brand equity? *European Journal of Marketing*, 40(7/8), 803–824.
<https://doi.org/10.1108/03090560610670007>

Pears, R., & Shields, G. J. (2016). *Cite them right: the essential referencing guide: Vol. Palgrave study skills* (Tenth revised and expanded edition). Macmillan Education.

Schultz, M., Antorini, Y. M., & Csaba, F. F. (2005). *Corporate branding: purpose, people, process*. Copenhagen Business School Press.

Uggla, H. (2006). The corporate brand association base: a conceptual model for the creation of inclusive brand architecture. *European Journal of Marketing*, 40(7/8), 785–802.
<https://doi.org/10.1108/03090560610669991>

Urde, M. (2003). Core value-based corporate brand building. *European Journal of Marketing*, 37(7/8), 1017–1040. <https://doi.org/10.1108/03090560310477645>