

MG5616 -Corporate Branding Theory and Issues

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

@book{Aaker_2010, address={London}, title={Building strong brands}, publisher={Pocket Books}, author={Aaker, David A.}, year={2010} }

@book{De Chernatony_2010, address={Amsterdam}, edition={3rd ed}, title={From brand vision to brand evaluation: the strategic process of growing and strengthening brands}, url={http://lib.myilibrary.com/browse/open.asp?id=264608&entityid=https://idp.brunel.ac.uk/entity}, publisher={Butterworth-Heinemann}, author={De Chernatony, L.}, year={2010} }

@article{Gupta_Grant_Melewar_2008, title={The expanding role of intangible assets of the brand}, volume={46}, DOI={10.1108/00251740810882699}, number={6}, journal={Management Decision}, author={Gupta, Suraksha and Grant, Susan and Melewar, T.C.}, year={2008}, pages={948-960} }

@article{Hatch_Schultz_2003, title={Bringing the corporation into corporate branding}, volume={37}, DOI={10.1108/03090560310477654}, number={7/8}, journal={European Journal of Marketing}, author={Hatch, Mary Jo and Schultz, Majken}, year={2003}, pages={1041-1064} }

@article{Kay_2006, title={Strong brands and corporate brands}, volume={40}, DOI={10.1108/03090560610669973}, number={7/8}, journal={European Journal of Marketing}, author={Kay, Mark J.}, year={2006}, pages={742-760} }

@article{Keller, title={How do brands create value?}, volume={12}, url={http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=10600463&site=e-host-live}, number={3}, journal={Marketing management}, author={Keller, Kevin}, pages={26-31} }

@article{Keller_1993, title={Conceptualizing, measuring, and managing customer-based brand equity}, volume={57}, DOI={10.2307/1252054}, number={1}, journal={Journal of Marketing}, author={Keller, Kevin Lane}, year={1993}, month={Jan} }

@book{Keller_2013, address={Boston}, edition={4th edition}, title={Strategic brand management: building, measuring, and managing brand equity}, url={http://lib.myilibrary.com/browse/open.asp?id=523713&entityid=https://idp.brunel.ac.uk/entity}, publisher={Pearson}, author={Keller, Kevin Lane}, year={2013} }

@article{Knox_Bickerton_2003, title={The six conventions of corporate branding}, volume={37}, DOI={10.1108/03090560310477636}, number={7/8}, journal={European Journal of Marketing}, author={Knox, Simon and Bickerton, David}, year={2003},

pages={998-1016} }

@article{Kumar_2006, title={CLV}, volume={5}, DOI={10.1300/J366v05n02_02}, number={2-3}, journal={Journal of Relationship Marketing}, author={Kumar, V.}, year={2006}, month={Oct}, pages={7-35} }

@article{Muzellec_Lambkin_2006, title={Corporate rebranding: destroying, transferring or creating brand equity?}, volume={40}, DOI={10.1108/03090560610670007}, number={7/8}, journal={European Journal of Marketing}, author={Muzellec, Laurent and Lambkin, Mary}, year={2006}, pages={803-824} }

@book{Pears_Shields_2016, address={London}, edition={Tenth revised and expanded edition}, title={Cite them right: the essential referencing guide}, volume={Palgrave study skills}, publisher={Macmillan Education}, author={Pears, Richard and Shields, Graham J.}, year={2016} }

@book{Schultz_Antorini_Csaba_2005, address={Frederiksberg}, title={Corporate branding: purpose, people, process}, publisher={Copenhagen Business School Press}, author={Schultz, Majken and Antorini, Yun Mi and Csaba, Fabian F.}, year={2005} }

@article{Uggle_2006, title={The corporate brand association base: a conceptual model for the creation of inclusive brand architecture}, volume={40}, DOI={10.1108/03090560610669991}, number={7/8}, journal={European Journal of Marketing}, author={Uggle, Henrik}, year={2006}, pages={785-802} }

@article{Urde_2003, title={Core value-based corporate brand building}, volume={37}, DOI={10.1108/03090560310477645}, number={7/8}, journal={European Journal of Marketing}, author={Urde, Mats}, year={2003}, pages={1017-1040} }

@misc{Graduate market trends - spring 2010: employability and graduate identity, url={http://www.hecsu.ac.uk/graduate_market_trends_spring_2010_employability_and_graduate_identity.htm} }