MG5616 -Corporate Branding Theory and Issues

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



Aaker, David A. Building Strong Brands. London: Pocket Books, 2010. Print.

De Chernatony, L. From Brand Vision to Brand Evaluation: The Strategic Process of Growing and Strengthening Brands. 3rd ed. Amsterdam: Butterworth-Heinemann, 2010. Web

https://idp.brunel.ac.uk/entity>.

'Graduate Market Trends - Spring 2010: Employability and Graduate Identity'. N.p., n.d. Web.

http://www.hecsu.ac.uk/graduate_market_trends_spring_2010_employability_and_graduate_identity.htm.

Gupta, Suraksha, Susan Grant, and T.C. Melewar. 'The Expanding Role of Intangible Assets of the Brand'. Management Decision 46.6 (2008): 948–960. Web.

Hatch, Mary Jo, and Majken Schultz. 'Bringing the Corporation into Corporate Branding'. European Journal of Marketing 37.7/8 (2003): 1041–1064. Web.

Kay, Mark J. 'Strong Brands and Corporate Brands'. European Journal of Marketing 40.7/8 (2006): 742–760. Web.

Keller, Kevin. 'How Do Brands Create Value?' Marketing management 12.3 26–31. Web. http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=10600463&site=ehost-live.

Keller, Kevin Lane. 'Conceptualizing, Measuring, and Managing Customer-Based Brand Equity'. Journal of Marketing 57.1 (1993): n. pag. Web.

---. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th edition. Boston: Pearson, 2013. Web.

http://lib.myilibrary.com/browse/open.asp?id=523713&entityid=https://idp.brunel.ac.uk/entity>.

Knox, Simon, and David Bickerton. 'The Six Conventions of Corporate Branding'. European Journal of Marketing 37.7/8 (2003): 998–1016. Web.

Kumar, V. 'CLV'. Journal of Relationship Marketing 5.2-3 (2006): 7-35. Web.

Muzellec, Laurent, and Mary Lambkin. 'Corporate Rebranding: Destroying, Transferring or Creating Brand Equity?' European Journal of Marketing 40.7/8 (2006): 803–824. Web.

Pears, Richard, and Graham J. Shields. Cite Them Right: The Essential Referencing Guide. Tenth revised and expanded edition. Palgrave study skills. London: Macmillan Education, 2016. Print.

Schultz, Majken, Yun Mi Antorini, and Fabian F. Csaba. Corporate Branding: Purpose, People, Process. [Frederiksberg]: Copenhagen Business School Press, 2005. Print.

Uggla, Henrik. 'The Corporate Brand Association Base: A Conceptual Model for the Creation of Inclusive Brand Architecture'. European Journal of Marketing 40.7/8 (2006): 785–802. Web.

Urde, Mats. 'Core Value-Based Corporate Brand Building'. European Journal of Marketing 37.7/8 (2003): 1017–1040. Web.