MG5616 -Corporate Branding Theory and Issues

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



1.

Schultz M, Antorini YM, Csaba FF. Corporate branding: purpose, people, process. [Frederiksberg]: Copenhagen Business School Press; 2005.

2.

Aaker DA. Building strong brands. London: Pocket Books; 2010.

3.

De Chernatony L. From brand vision to brand evaluation: the strategic process of growing and strengthening brands [Internet]. 3rd ed. Amsterdam: Butterworth-Heinemann; 2010. Available from:

http://lib.myilibrary.com/browse/open.asp?id=264608&entityid=https://idp.brunel.ac.uk/entity

4.

Keller KL. Strategic brand management: building, measuring, and managing brand equity [Internet]. 4th edition. Boston: Pearson; 2013. Available from: http://lib.myilibrary.com/browse/open.asp?id=523713&entityid=https://idp.brunel.ac.uk/entity

5.

Keller K. How do brands create value? Marketing management [Internet]. 12(3):26–31. Available from:

http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=10600463&site=ehost-live

6.

Kumar V. CLV. Journal of Relationship Marketing. 2006 Oct 15;5(2-3):7-35.

7.

Urde M. Core value-based corporate brand building. European Journal of Marketing. 2003;37(7/8):1017–1040.

8.

Knox S, Bickerton D. The six conventions of corporate branding. European Journal of Marketing. 2003;37(7/8):998–1016.

9.

Hatch MJ, Schultz M. Bringing the corporation into corporate branding. European Journal of Marketing. 2003;37(7/8):1041–1064.

10.

Uggla H. The corporate brand association base: a conceptual model for the creation of inclusive brand architecture. European Journal of Marketing. 2006;40(7/8):785–802.

11.

Keller KL. Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing. 1993 Jan;57(1).

12.

Kay MJ. Strong brands and corporate brands. European Journal of Marketing. 2006;40(7/8):742–760.

13.

Muzellec L, Lambkin M. Corporate rebranding: destroying, transferring or creating brand equity? European Journal of Marketing. 2006;40(7/8):803–824.

14.

Pears R, Shields GJ. Cite them right: the essential referencing guide. Tenth revised and expanded edition. London: Macmillan Education; 2016.

15.

Graduate market trends - spring 2010: employability and graduate identity [Internet]. Available from:

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

16.

Gupta S, Grant S, Melewar TC. The expanding role of intangible assets of the brand. Management Decision. 2008;46(6):948–960.