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, Y.M., Csaba, F.F.: Corporate branding: purpose, people, process. Copenhagen Business School Press, [Frederiksberg] (2005).

2.

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

З.

De Chernatony, L.: From brand vision to brand evaluation: the strategic process of growing and strengthening brands. Butterworth-Heinemann, Amsterdam (2010).

4.

Keller, K.L.: Strategic brand management: building, measuring, and managing brand equity. Pearson, Boston (2013).

5.

Keller, K.: How do brands create value? Marketing management. 12, 26-31.

6.

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

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

8.

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

9.

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

10.

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

11.

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

12.

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

13.

Muzellec, L., Lambkin, M.: Corporate rebranding: destroying, transferring or creating brand equity? European Journal of Marketing. 40, 803–824 (2006). https://doi.org/10.1108/03090560610670007.

14.

Pears, R., Shields, G.J.: Cite them right: the essential referencing guide. Macmillan Education, London (2016).

15.

Graduate market trends - spring 2010: employability and graduate identity, http://www.hecsu.ac.uk/graduate_market_trends_spring_2010_employability_and_graduate _identity.htm.

16.

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