

MG5616 -Corporate Branding Theory and Issues

View Online



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):1017-40.

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):1041-64.

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):742-60.

13.

Muzellec L, Lambkin M. Corporate rebranding: destroying, transferring or creating brand equity? *European Journal of Marketing*. 2006;40(7/8):803-24.

14.

Pears R, Shields GJ. *Cite them right: the essential referencing guide*. Tenth revised and expanded edition. Vol. Palgrave study skills. 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):948-60.