

MG5586 - Strategic Corporate Brand Management and Consulting

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@book{Balmer_Greyser_2003, address={London}, title={Revealing the corporation: perspectives on identity, image, reputation, corporate branding, and corporate-level marketing : an anthology}, publisher={Routledge}, author={Balmer, John M. T. and Greyser, Stephen A.}, year={2003} }

@book{Davies_2003, address={London}, title={Corporate reputation and competitiveness},
url={http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,shib&db=nlebk&AN=140693&site=ehost-live&scope=site&custid=s1123049}, publisher={Routledge},
author={Davies, Gary}, year={2003} }

@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} }

@book{Keller_2008, address={Upper Saddle River, N.J.}, edition={3rd ed}, title={Best practice cases in branding: lessons from the world's strongest brands},
publisher={Pearson Prentice Hall}, author={Keller, Kevin Lane}, year={2008} }

@book{Melewar_Karaosmanoæglu_2008, address={Basingstoke}, title={Contemporary thoughts on corporate branding and corporate identity management},
url={http://lib.myilibrary.com/browse/open.asp?id=237037&entityid=https://idp.brunel.ac.uk/entity}, publisher={Palgrave Macmillan}, author={Melewar, T. C. and Karaosmanoæglu, Elif}, year={2008} }

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publisher={Thames & Hudson}, author={Olins, Wally}, year={2008} }

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url={http://lib.myilibrary.com/browse/open.asp?id=37730&entityid=https://idp.brunel.ac.uk/entity}, publisher={Routledge}, author={Schroeder, Jonathan E. and Salzer-Morling, Miriam and Askegaard, Soren}, year={2006} }

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title={Contemporary perspectives on corporate marketing: contemplating corporate
branding, marketing and communications in the 21st century}, volume={Routledge
interpretive marketing research series},
url={http://lib.myilibrary.com/browse/open.asp?id=506403&entityid=https://idp.brunel.ac.
uk/entity}, publisher={Routledge, Taylor & Francis Group}, year={2013} }

@book{Melewar_Alwi_2015, address={Abingdon, Oxon}, title={Corporate branding:
areas, arenas and approaches},
url={https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=2011275},
publisher={Routledge, Taylor & Francis Group}, year={2015} }

@article{European journal of marketing,
url={http://cm7ly9cu9w.search.serialssolutions.com/?V=1.0&N=100&L=CM7LY9CU9W&S
=A_T_B&C=European+Journal+of+Marketing+} }

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=A_T_B&C=Corporate+Reputation+Review+} }