

MG5586 - Strategic Corporate Brand Management and Consulting

Sharifah Alwi

View Online



-
1.
Olins, W.: The brand handbook. Thames & Hudson, London (2008).
 2.
Schroeder, J.E., Salzer-Morling, M., Askegaard, S.: Brand culture. Routledge, London (2006).
 3.
Melewar, T.C., Alwi, S.F.S. eds: Corporate branding: areas, arenas and approaches. Routledge, Taylor & Francis Group, Abingdon, Oxon (2015).
 4.
Olins, W.: Brand new: the shape of brands to come. Thames & Hudson, London (2014).
 5.
Balmer, J.M.T., Illia, L., Gonzalez del Valle Brena, A. eds: Contemporary perspectives on corporate marketing: contemplating corporate branding, marketing and communications in the 21st century. Routledge, Taylor & Francis Group, London (2013).
 6.
Balmer, J.M.T., Greyser, S.A.: Revealing the corporation: perspectives on identity, image, reputation, corporate branding, and corporate-level marketing : an anthology. Routledge,

London (2003).

7.

Melewar, T.C., Karaosmanoæglu, E.: Contemporary thoughts on corporate branding and corporate identity management. Palgrave Macmillan, Basingstoke (2008).

8.

Davies, G.: Corporate reputation and competitiveness. Routledge, London (2003).

9.

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

10.

Keller, K.L.: Best practice cases in branding: lessons from the world's strongest brands. Pearson Prentice Hall, Upper Saddle River, N.J. (2008).

11.

European journal of marketing.

12.

Journal of business research.

13.

Academy of management journal.

14.

California management review.

15.

Journal of marketing management.

16.

Journal of brand management.

17.

Qualitative market research.

18.

Corporate reputation review.