



Literature for SKPM11, Strategic Communication: Strategic Brand Communication applies from spring semester 2017

Literature established by the board of the Department of Strategic communication on 2016-11-29 to apply from 2016-12-01

Banet-Weiser, Sarah (2012). *Authentic: political possibilities in a brand culture*. New York, NY: New York University Press. [ISBN 9780521726900, 279 pages]

Dahlén, Micael, Lange, Fredrik & Smith, Terry (2010). *Marketing communications: A brand narrative approach*. Chichester: John Wiley & Sons. [ISBN 978-0-470319925, 606 pages]

Moor, Liz (2007). *The rise of brands*. New York, NY: Berg. [ISBN 978-1-84520-383-2, 192 pages]

A compendium of articles on brand building strategies, brand equity, brand culture and place branding will be added (approx. 100 pages).

Total number of pages: 1141.