



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 2017-11-28 to apply from 2017-12-01

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

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

Kornberger, Martin (2010). *Brand society: how brands transform management and lifestyle*. Cambridge, UK: Cambridge University Press. [ISBN 9780521726900, 330 pages]

Riley, Dall'Olmo, Francesca, Singh, Jaywant, & Blankson, Charles (Red.). (2016). *The Routledge companion to contemporary brand management*. New York: Routledge. [ISBN 9781315796789, 200 pages, selected chapters] Available as e-book

Articles on brand strategy, brand equity, and branding work in public sector organisations comprising 200 pages will be added to the literature.

Total number of pages: 1201.