

Litteraturlista för BUSN21, Strategic Brand Management gällande från och med höstterminen 2020

Litteraturlistan är fastställd av Studierektor vid Företagsekonomiska
institutionen 2020-05-01 att gälla från och med 2020-05-01

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Kapferer, J.N. (2012) The new Strategic Brand Management. Fifth edition. London:
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Articles:

Greyser, S.A. (2009), "Corporate reputation and brand crisis management",
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Hatch and Schultz M. (2001), "Are the Strategic Stars Aligned for your Corporate
Brand?", Harvard Business Review, February, pp. 129–134.

Gromark J. and Melin F. (2011), "The underlying dimensions of brand orientation and
its impact on profitability", Journal of Brand Management, Vol. 18, no. 6, pp.
394–410.

Melin F. (2002), "Branding – a value creating process", Stockholm: Raster. (Chapter in
Identity)

Mollerup P. (2002), "History of Trademark", Stockholm, Raster. (Chapter in Identity)

Urde M., Baumgarth C. and Merrilees B. (2011) "Brand orientation and market
orientation – From alternatives to synergy" Journal of Business Research, Vol. 66, no.
1, pp. 13-20.

Urde M. (2007), "Corporate Brands with a Heritage", Journal of Brand Management,
Vol. 15, No. 1, pp. 4–19.

Greyser & Urde, 2019 - What does your corporate brand stands for?