

Literature for SKOC26, Strategic Communication: Brand Communication applies from spring semester 2019

Literature established by the board of the Department of Strategic
communication on 2018-12-10 to apply from 2018-12-11

Eshuis, Jasper & Klijn, Erik -Hans. (2012). *Branding in governance and public management*. New York: Routledge. [ISBN 9780415817912, 176 sidor] Tillgänglig som e-bok

Hatch, Mary Jo & Schultz, Majken (2008). *Taking brand initiative: How companies can align strategy, culture, and identity through corporate branding*. San Francisco: Jossey-Bass [ISBN 978-0-7879-9830-1, 266 sidor] Tillgänglig som e-bok

Rosenbaum-Elliott, Richard, Percy, Larry & Pervan, Simon (2015). *Strategic brand management*. Oxford: Oxford University Press. [ISBN 9780198704201, 334 sidor]

Östberg, Jacob, Bengtsson, Anders & Hartmann, Benjamin (2018). *Märken och människor: om marknadssymboler som kulturella resurser*. Lund: Studentlitteratur [ISBN 9789144108599, 198 sidor]

Ett artikelkompendium med vetenskapliga artiklar om varumärkeskommunikation och hållbarhet tillkommer (ca 300 sidor).

Total antal sidor ca. 1274