



Literature for BUSN33, Business Administration: The Value of Brands in a Consumption Society applies from autumn semester 2019

Literature established by The Board of the Department of Business Administration on 2019-04-15 to apply from 2019-04-15

Tarnovskaya, V. (Ed.). *Brand theories: perspectives on brands and branding*. (First edition).

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Artikelsamling/Set of articles

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), 1-22

Urde, M. (1999). Brand orientation: A mindset for building brands into strategic resources. *Journal of marketing management*, 15(1-3), 117-133.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, 24(4), 343-373

Elliott, R., & Wattanasuwan, K. (1998). Brands as symbolic resources for the construction of identity. *International journal of Advertising*, 17(2), 131-144.

Bertilsson, J., & Rennstam, J. (2018). The destructive side of branding: A heuristic model for analyzing the value of branding practice. *Organization*, 25(2), 260-281.

Arvidsson, A. (2005). Brands: A critical perspective. *Journal of consumer culture*, 5(2), 235-258.