



Literature for KOMC50, Strategic Communication: Brand Culture applies from autumn semester 2020

Literature established by the board of the Department of Strategic communication on 2019-12-03 to apply from 2019-12-13

Holt, Douglas. (2004). *How brands become icons: the principles of cultural branding*. Boston, MA: Harvard Business Review Press. [ISBN: 978-1578517749, 288 pages]

Sassatelli, Roberta. (2010). *Consumer Culture, History, Theory and Politics*. London: Sage Publications. [ISBN: 9781412911818, 248 pages] Available as E-book.

Schröder, Jonathan. (2002). *Visual Consumption*. London and N.Y.: Taylor and Francis. [ISBN: 9781134542468, 318 pages] Available as E-book.

Tomaselli, Keyan G. and Scott, David. (2009). *Cultural Icons*. Walnut Creek, CA: Left Coast Press. [ISBN: 978-1598743661, 168 pages] Available as E-book.

Articles about brand community, brand meaning, art and design history, and cultural analysis comprising 200 pages.

Total number of pages: 1200