



Literature for FEKH23, Business Administration: Brands and branding in a dynamic world applies from autumn semester 2018

Literature established by Academic Director of Studies at Department of Business Administration on 2018-05-21 to apply from 2018-05-21

Brand Theories. Perspectives on brand and branding" (2017), Tarnovskaya, V. and Bertilsson, J. (editors), Studentlitteratur, Lund. www.studentlitteratur.se

Set of articles