



Literature for BUSN35, Business Administration: Corporate Brand Management and Reputation applies from autumn semester 2017

Literature established by Academic Director of Studies at Department of Business Administration on 2017-10-17 to apply from 2017-10-17

Roper, S. and Fill, C. (2012), Corporate reputation: Brand and communication, Pearson ISBN 978-0-273-72759-0

Journal articles and cases (to be specified during the course)