



**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**

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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)