



Literature for BUSN21, Strategic Brand Management applies from autumn semester 2020

**Literature established by Academic Director of Studies at Department of
Business Administration on 2020-05-01 to apply from 2020-05-01**

Drew, S. & Bingham, R. (2001) The student skills Guide. 2nd edition. Gower

Kapferer, J.N. (2012) The new Strategic Brand Management. Fifth edition. London:
Kogan Page

Articles:

Greyser, S.A. (2009), "Corporate reputation and brand crisis management",
Management Decision, Vol. 47, No. 4, pp. 590–602.

Hatch and Schultz M. (2001), "Are the Strategic Stars Aligned for your Corporate
Brand?", Harvard Business Review, February, pp. 129–134.

Gromark J. and Melin F. (2011), "The underlying dimensions of brand orientation and
its impact on profitability", Journal of Brand Management, Vol. 18, no. 6, pp.
394–410.

Melin F. (2002), "Branding – a value creating process", Stockholm: Raster. (Chapter in
Identity)

Mollerup P. (2002), "History of Trademark", Stockholm, Raster. (Chapter in Identity)

Urde M., Baumgarth C. and Merrilees B. (2011) "Brand orientation and market
orientation – From alternatives to synergy" Journal of Business Research, Vol. 66, no.
1, pp. 13–20.

Urde M. (2007), "Corporate Brands with a Heritage", Journal of Brand Management,
Vol. 15, No. 1, pp. 4–19.

Greyser & Urde, 2019 - What does your corporate brand stands for?

See appendix.

**LUND UNIVERSITY**

School of Economics and Management

Department of Business Administration

BUSN21 Strategic Brand Management, 7,5 ECTS

Fastställd av studierektor i enlighet med delegation av företagsekonomiska institutionens styrelse, 2011-05-20/ Approved by the director of studies on delegation from the department board of the Business administration, 2011-05-20

Drew, S. & Bingham, R. (2001) **The student skills Guide**. 2nd edition. Gower

Kapferer, J.N. (2012) **The new Strategic Brand Management**. Fifth edition. London: Kogan Page

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Urde M., Baumgarth C. and Merrilees B. (2011) "**Brand orientation and market orientation – From alternatives to synergy**" *Journal of Business Research*, Vol. 66, no. 1, pp. 13–20.

Urde M. and Koch, C. (2014), "**Market-oriented and brand-oriented positioning**", *Journal of Product and Brand Management*, Vol. 23 No. 7, pp. 478–490.

Urde M. (2007), "**Corporate Brands with a Heritage**", *Journal of Brand Management*, Vol. 15, No. 1, pp. 4–19.

Urde M. (2013) "**Corporate brand identity matrix**", *Journal of Brand Management*, Vol. 20, no. 9, pp. 742–761.