



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?