



## Literature for KOMC52, Strategic Communication: Brand Culture applies from autumn semester 2022

Literature established by the board of the Department of Strategic communication on 2021-12-14 to apply from 2021-12-15

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Banet-Weiser, Sarah. (2018). *Empowered: popular feminism and popular misogyny*. Durham, NC: Duke University Press. [ISBN 9781478001683 selection of 24 pages] Available as E-book.

Holt, Douglas. (2004). *How brands become icons: the principles of cultural branding*. Boston, MA: Harvard Business Review Press. [ISBN: 978-1578517749, 288 pages]

Huggard, Emily, & Cope, Jon. (2020). *Communicating Fashion Brands, Theoretical and Practical Perspectives*. New York, NY: Routledge, [ISBN 978-1138613560 selection of 40 pages] Available as E-book.

Schröder, Jonathan. (2002). *Visual Consumption*. London and N.Y.: Taylor and Francis. [ISBN: 9781134542468, 318 pages] Available as E-book.

Storey, John. (2021). *Cultural theory and popular culture: An introduction*. 9th ed. London: Routledge. [ISBN: 9780367820602, 307 pages] Available as E-book

Tomaselli, Keyan G. and Scott, David. (2009). *Cultural Icons*. Walnut Creek, CA: Left Coast Press. [ISBN: 978-1598743661, 96 pages] Available as E-book.

Articles about brand community, brand meaning, art and design history, and cultural analysis comprising ca 200 pages.

Total number of pages: 1273