



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

Literature established by the board of the Department of Strategic communication on 2022-05-24 to apply from 2022-05-25

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 & Cameron, Douglas. (2012) *Cultural strategy*. Oxford: Oxford University Press. [ISBN: 9780199655854, 416 pages] Available as E-book.

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.

Sassatelli, Roberta (2007). *Consumer culture: history, theory and politics*. London: Sage. [ISBN: 9781412911801, selection of 50 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

Articles about brand community, brand meaning, art and design history, and cultural analysis comprising ca 120 pages.

Total number of pages: 1275