



Literature for BUSN35, Business Administration: Corporate Brand Management and Reputation applies from the spring semester 2025

Literature established by Academic Director of Studies at Department of Business Administration on 2024-10-17 to apply from 2024-10-17

Urde, Mats (2024) THE BRAND MATRIX - Corporate Brand Leadership Starts from the Inside, Brandur Publishing

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)