

BE533 Corporate marketing

[View Online](#)

[1]

J. M. T. Balmer and S. A. Greyser, *Revealing the corporation: perspectives on identity, image, reputation, corporate branding, and corporate-level marketing : an anthology*. London: Routledge, 2003.

[2]

D. A. Aaker, *Building strong brands*. London: Pocket, 2010.

[3]

D. A. Aaker and E. Joachimsthaler, *Brand leadership*. London: Pocket, 2009.

[4]

A. Arvidsson, *Brands: meaning and value in media culture*. Abingdon: Routledge, 2006.

[5]

A. Arvidsson and EBSCOhost ebook collection, *Brands: meaning and value in media culture*. London: Routledge, 2006 [Online]. Available:
<https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=158111>

[6]

R. Clifton and S. Ahmad, *Brands and branding*, [2nd ed]. London: Profile Books, 2009.

[7]

R. Clifton, J. Simmons, S. Ahmad, and ebrary, Inc, Brands and branding, vol. Economist series. London: Profile Books, 2003 [Online]. Available:
<http://site.ebrary.com/lib/universityofessex/Doc?id=10210687>

[8]

L. De Chernatony, M. McDonald, and E. Wallace, Creating powerful brands, 4th ed. Amsterdam: Butterworth-Heinemann, 2011.

[9]

L. De Chernatony, M. McDonald, E. Wallace, and dawsonera, Creating powerful brands, 4th ed. Oxford: Butterworth-Heinemann, 2011 [Online]. Available:
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp0.essex.ac.uk/shibboleth&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781856178501>

[10]

L. De Chernatony, M. McDonald, E. Wallace, and EBSCOhost ebook collection, Creating powerful brands, 4th ed. Amsterdam: Butterworth-Heinemann, 2011 [Online]. Available:
<https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=344976>

[11]

T. Heding, C. F. Knudtzen, and M. Bjerre, Brand management: research, theory and practice. Abingdon: Routledge, 2009.

[12]

T. Heding, C. F. Knudtzen, M. Bjerre, and dawsonera, Brand management: research, theory and practice. London: Routledge, 2009 [Online]. Available:
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp0.essex.ac.uk/shibboleth&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780203996171>

[13]

D. B. Holt, How brands become icons: the principles of cultural branding. Boston, Mass: Harvard Business School Press, 2004.

[14]

J. K. Johansson and K. A. Carlson, Contemporary brand management. Thousand Oaks, California: SAGE, 2015.

[15]

J.-N. Kapferer, The new strategic brand management: advanced insights and strategic thinking, 5th ed. London: Kogan Page, 2012.

[16]

J.-N. Kapferer and dawsonera, The new strategic brand management: advanced insights and strategic thinking, 5th ed. London: Kogan Page, 2012 [Online]. Available: <https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp0.essex.ac.uk/shibboleth&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780749465162>

[17]

J.-N. Kapferer and EBSCOhost ebook collection, The new strategic brand management: advanced insights and strategic thinking, 5th ed. London: Kogan Page, 2012 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=429882>

[18]

K. L. Keller, T. Apéria, and M. Georgson, Strategic brand management: a European perspective, 2nd ed. Harlow: Pearson Education, 2012.

[19]

K. L. Keller, T. Apéria, M. Georgson, and dawsonera, Strategic brand management: a European perspective, 2nd ed. Harlow: Financial Times Prentice Hall, 2012 [Online]. Available: <https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp0.essex.ac.uk/s>

hibboleth&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273737889

[20]

N. Klein, No logo: no space, no choice, no jobs, Updated ed. London: Fourth Estate, 2010.

[21]

M. Kornberger, Brand society: how brands transform management and lifestyle. Cambridge: Cambridge University Press, 2010.

[22]

M. Kornberger and EBSCOhost ebook collection, Brand society: how brands transform management and lifestyle. Cambridge: Cambridge University Press, 2010 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=317655>

[23]

C. Lury, Brands: the logos of the global economy, vol. International library of sociology. Abingdon: Routledge, 2004.

[24]

C. Lury and EBSCOhost ebook collection, Brands: the logos of the global economy, vol. International library of sociology. London: Routledge, 2004 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=105928>

[25]

L. Moor, The rise of brands. Oxford: Berg, 2007.

[26]

L. Moor and dawsonera, The rise of brands. Oxford: Berg, 2007 [Online]. Available:

<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp0.essex.ac.uk/shibboleth&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781847883421>

[27]

J. E. Schroeder and M. Salzer-Mörling, Brand culture. London: Routledge/Frank Cass, 2006.

[28]

J. E. Schroeder, M. Salzer-Mörling, S. Askegaard, and EBSCOhost ebook collection, Brand culture. London: Routledge, 2006 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=152443>

[29]

'Journal of brand management', 2001.

[30]

Emerald. Online journal, 'Journal of product & brand management', 1994.

[31]

'Consumption, markets & culture', 1997.

[32]

'Consumption, markets & culture', 2004.

[33]

'Journal of consumer culture', 2001.

[34]

Sage. Print journal, 'Journal of consumer culture', 2004.

[35]

'Journal of consumer research', 1974.

[36]

Emerald. Online journal, 'European journal of marketing', 1989.

[37]

Chartered Institute of Marketing and Academy of Marketing, 'Journal of marketing management (UK)', 1985.

[38]

Academy of Marketing, 'Journal of marketing management (UK)', 2014.

[39]

'Journal of advertising', 1972.

[40]

American Marketing Association, 'Journal of marketing', 1936.

[41]

American Marketing Association, 'Journal of marketing', 1996.

[42]

'Marketing theory', 2001.

[43]

University of California, Berkeley and Walter A. Haas School of Business (University of California, Berkeley), 'California management review', 1958.

[44]

University of California, Berkeley and Walter A. Haas School of Business (University of California, Berkeley), 'California management review', 1993.

[45]

Harvard Business School, 'Harvard business review', 1922.

[46]

Harvard Business School, 'Harvard business review', 1964.

[47]

'Journal of business research', 1973.

[48]

'Financial times', 1888.

[49]

'Financial times', 1984.

[50]

'The economist', 1843.

[51]

'The economist', 1928.

[52]

'Marketing week', 1997.

[53]

'Marketing', 2002.

[54]

'Campaign', 1986.