

BE533 Corporate marketing

[View Online](#)

Aaker, David A., Building Strong Brands (London: Pocket, 2010)

Aaker, David A., and Erich Joachimsthaler, Brand Leadership (London: Pocket, 2009)

Academy of Marketing, 'Journal of Marketing Management (UK)', 2014

American Marketing Association, 'Journal of Marketing', 1936

———, 'Journal of Marketing', 1996

Arvidsson, Adam, Brands: Meaning and Value in Media Culture (Abingdon: Routledge, 2006)

Arvidsson, Adam and EBSCOhost ebook collection, Brands: Meaning and Value in Media Culture (London: Routledge, 2006)

<<https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=158111>>

Balmer, John M. T., and Stephen A. Greyser, Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding, and Corporate-Level Marketing : An Anthology (London: Routledge, 2003)

'Campaign', 1986

Chartered Institute of Marketing and Academy of Marketing, 'Journal of Marketing Management (UK)', 1985

Clifton, Rita, and Sameena Ahmad, Brands and Branding, [2nd ed] (London: Profile Books, 2009)

Clifton, Rita, John Simmons, Sameena Ahmad, and ebrary, Inc, Brands and Branding (London: Profile Books, 2003), Economist series

<<http://site.ebrary.com/lib/universityofessex/Doc?id=10210687>>

'Consumption, Markets & Culture', 1997

'———', 2004

De Chernatony, Leslie, Malcolm McDonald, and Elaine Wallace, Creating Powerful Brands, 4th ed (Amsterdam: Butterworth-Heinemann, 2011)

De Chernatony, Leslie, Malcolm McDonald, Elaine Wallace, and dawsonera, Creating

Powerful Brands, 4th ed (Oxford: Butterworth-Heinemann, 2011)

<<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>>

De Chernatony, Leslie, Malcolm McDonald, Elaine Wallace, and EBSCOhost ebook

collection, Creating Powerful Brands, 4th ed (Amsterdam: Butterworth-Heinemann, 2011)

<<https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=344976>>

Emerald. Online journal, 'European Journal of Marketing', 1989

———, 'Journal of Product & Brand Management', 1994

'Financial Times', 1888

'———', 1984

Harvard Business School, 'Harvard Business Review', 1922

———, 'Harvard Business Review', 1964

Heding, Tilde, Charlotte F. Knudtzen, and Mogens Bjerre, Brand Management: Research, Theory and Practice (Abingdon: Routledge, 2009)

Heding, Tilde, Charlotte F. Knudtzen, Mogens Bjerre, and dawsonera, Brand Management: Research, Theory and Practice (London: Routledge, 2009)

<<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>>

Holt, Douglas B., How Brands Become Icons: The Principles of Cultural Branding (Boston, Mass: Harvard Business School Press, 2004)

Johansson, Johnny K., and Kurt A. Carlson, Contemporary Brand Management (Thousand Oaks, California: SAGE, 2015)

'Journal of Advertising', 1972

'Journal of Brand Management', 2001

'Journal of Business Research', 1973

'Journal of Consumer Culture', 2001

'Journal of Consumer Research', 1974

Kapferer, Jean-Noël, The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th ed (London: Kogan Page, 2012)

Kapferer, Jean-Noël and dawsonera, The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th ed (London: Kogan Page, 2012)

<<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>>

Kapferer, Jean-Noël and EBSCOhost ebook collection, The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th ed (London: Kogan Page, 2012)

<<https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=429882>>

Keller, Kevin Lane, Tony Apéria, and Mats Georgson, Strategic Brand Management: A European Perspective, 2nd ed (Harlow: Pearson Education, 2012)

Keller, Kevin Lane, Tony Apéria, Mats Georgson, and dawsonera, Strategic Brand Management: A European Perspective, 2nd ed (Harlow: Financial Times Prentice Hall, 2012)

<<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/S9780273737889>>

Klein, Naomi, No Logo: No Space, No Choice, No Jobs, Updated ed (London: Fourth Estate, 2010)

Kornberger, Martin, Brand Society: How Brands Transform Management and Lifestyle (Cambridge: Cambridge University Press, 2010)

Kornberger, Martin and EBSCOhost ebook collection, Brand Society: How Brands Transform Management and Lifestyle (Cambridge: Cambridge University Press, 2010)

<<https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=317655>>

Lury, Celia, Brands: The Logos of the Global Economy (Abingdon: Routledge, 2004), International library of sociology

Lury, Celia and EBSCOhost ebook collection, Brands: The Logos of the Global Economy (London: Routledge, 2004), International library of sociology

<<https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=105928>>

'Marketing', 2002

'Marketing Theory', 2001

'Marketing Week', 1997

Moor, Liz, The Rise of Brands (Oxford: Berg, 2007)

Moor, Liz and dawsonera, The Rise of Brands (Oxford: Berg, 2007)

<<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>>

Sage. Print journal, 'Journal of Consumer Culture', 2004

Schroeder, Jonathan E., and Miriam Salzer-Mörling, Brand Culture (London: Routledge/Frank Cass, 2006)

Schroeder, Jonathan E., Miriam Salzer-Mörling, Søren Askegaard, and EBSCOhost ebook collection, Brand Culture (London: Routledge, 2006)
<<https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=152443>>

'The Economist', 1843

'———', 1928

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

———, 'California Management Review', 1993