## MN5071: Consumers & Brands



[1]

Arvidsson, A. 2006. Brands: Meaning and Value in Media Culture. Routledge.

[2]

Arvidsson, A. 2006. Brands: Meaning and Value in Media Culture. Routledge.

[3]

Bradshaw, A. and Scott, L. 2018. Advertising Revolution: The Story of a Song, From Beatles Hit to Nike Slogan. Repeater Books.

[4]

Bradshaw, A. and Scott, L. 2018. Advertising Revolution: The Story of a Song, From Beatles Hit to Nike Slogan. Repeater Books.

[5]

Brown, S. 2016. Brands and Branding. SAGE.

[6]

Cova, B. et al. 2007. Consumer Tribes. Butterworth-Heinemann.

[7]

Cova, B. et al. 2007. Consumer Tribes. Butterworth-Heinemann.

[8]

Holt, D.B. 2004. How Brands Become Icons: The Principles of Cultural Branding. Harvard Business School Press.

[9]

Holt, D.B. 2004. How Brands Become Icons: The Principles of Cultural Branding. Harvard Business School Press.

[10]

Miller, D. 1998. A Theory of Shopping. Polity.

[11]

Miller, D. 1998. A Theory of Shopping. Polity Press.

[12]

Miller, D. 2010. Stuff. Polity Press.

[13]

Miller, D. 2010. Stuff. Polity.

[14]

Moor, L. 2007. The Rise of Brands. Berg.

[15]

Moor, L. 2007. The Rise of Brands. Berg.

[16]

Parsons, E. and Maclaran, P. 2009. Contemporary Issues in Marketing and Consumer Behaviour. Elsevier/Butterworth-Heinemann.

[17]

Parsons, E. and Maclaran, P. 2009. Contemporary Issues in Marketing and Consumer Behaviour. Elsevier/Butterworth-Heinemann.

[18]

Schroeder, J.E. et al. 2006. Brand Culture. Routledge.

[19]

Schroeder, J.E. and Salzer-Morling, M. 2006. Brand Culture. Routledge.

[20]

Zwick, D. and Cayla, J. 2011. Inside Marketing: Practices, Ideologies, Devices. Oxford University Press.

[21]

Zwick, D. and Cayla, J. 2011. Inside Marketing: Practices, Ideologies, Devices. Oxford University Press.