

MN5071: Consumers & Brands

View Online



Arvidsson, Adam. 2006a. Brands: Meaning and Value in Media Culture. London: Routledge.

Arvidsson, Adam. 2006b. Brands: Meaning and Value in Media Culture. London: Routledge.

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

Bradshaw, Alan, and Linda Scott. 2018b. Advertising Revolution: The Story of a Song, From Beatles Hit to Nike Slogan. London: Repeater Books.

Brown, Stephen. 2016. Brands and Branding. Los Angeles: SAGE.

Cova, Bernard, Robert V. Kozinets, and Avi Shankar. 2007a. Consumer Tribes. Amsterdam: Butterworth-Heinemann.

Cova, Bernard, Robert V. Kozinets, and Avi Shankar. 2007b. Consumer Tribes. 1st Edition. Oxford: Butterworth-Heinemann.

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

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

Miller, Daniel. 1998a. A Theory of Shopping. Cambridge: Polity.

Miller, Daniel. 1998b. A Theory of Shopping. Cambridge, United Kingdom: Polity Press.

Miller, Daniel. 2010a. Stuff. Cambridge: Polity Press.

Miller, Daniel. 2010b. Stuff. Cambridge: Polity.

Moor, Liz. 2007a. The Rise of Brands. Oxford: Berg.

Moor, Liz. 2007b. The Rise of Brands. Oxford: Berg.

Parsons, Elizabeth, and Pauline Maclaran. 2009a. Contemporary Issues in Marketing and Consumer Behaviour. 1st Edition. Amsterdam: Elsevier/Butterworth-Heinemann.

Parsons, Elizabeth, and Pauline Maclaran. 2009b. Contemporary Issues in Marketing and Consumer Behaviour. Amsterdam: Elsevier/Butterworth-Heinemann.

Schroeder, Jonathan E., and Miriam Salzer-Morling. 2006. Brand Culture. London: Routledge.

Schroeder, Jonathan E., Miriam
Salzer-Mo

..
rling, and Søren Askegaard. 2006. Brand Culture. London: Routledge.

Zwick, Detlev, and Julien Cayla. 2011a. Inside Marketing: Practices, Ideologies, Devices. Oxford: Oxford University Press.

Zwick, Detlev, and Julien Cayla. 2011b. Inside Marketing: Practices, Ideologies, Devices. Oxford: Oxford University Press.