

MN5071: Consumers & Brands

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@book{Arvidsson_2006a, address={London}, title={Brands: Meaning and Value in Media Culture}, publisher={Routledge}, author={Arvidsson, Adam}, year={2006} }

@book{Arvidsson_2006b, address={London}, title={Brands: Meaning and Value in Media Culture}, url={https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=258992}, publisher={Routledge}, author={Arvidsson, Adam}, year={2006} }

@book{Bradshaw_Scott_2018a, address={London}, title={Advertising Revolution: The Story of a Song, From Beatles Hit to Nike Slogan}, publisher={Repeater Books}, author={Bradshaw, Alan and Scott, Linda}, year={2018} }

@book{Bradshaw_Scott_2018b, address={London}, title={Advertising Revolution: The Story of a Song, From Beatles Hit to Nike Slogan}, publisher={Repeater Books}, author={Bradshaw, Alan and Scott, Linda}, year={2018} }

@book{Brown_2016, address={Los Angeles}, title={Brands and Branding}, publisher={SAGE}, author={Brown, Stephen}, year={2016} }

@book{Cova_Kozinets_Shankar_2007a, address={Amsterdam}, title={Consumer Tribes}, publisher={Butterworth-Heinemann}, author={Cova, Bernard and Kozinets, Robert V. and Shankar, Avi}, year={2007} }

@book{Cova_Kozinets_Shankar_2007b, address={Oxford}, edition={1st Edition}, title={Consumer Tribes}, url={https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=978912}, publisher={Butterworth-Heinemann}, author={Cova, Bernard and Kozinets, Robert V. and Shankar, Avi}, year={2007} }

@book{Holt_2004a, address={Boston, Mass.}, title={How Brands Become Icons: The Principles of Cultural Branding}, publisher={Harvard Business School Press}, author={Holt, Douglas B}, year={2004} }

@book{Holt_2004b, address={Boston, Mass.}, title={How Brands Become Icons: The Principles of Cultural Branding}, url={https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=675066&site=ehost-live}, publisher={Harvard Business School Press}, author={Holt, Douglas B.}, year={2004} }

@book{Miller_1998a, address={Cambridge}, title={A Theory of Shopping}, publisher={Polity}, author={Miller, Daniel}, year={1998} }

@book{Miller_1998b, address={Cambridge, United Kingdom}, title={A Theory of Shopping},
url={https://ebookcentral-proquest-com.ezproxy01.rhul.ac.uk/lib/rhul/detail.action?docID=1584062}, publisher={Polity Press}, author={Miller, Daniel}, year={1998} }

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author={Miller, Daniel}, year={2010} }

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url={https://ebookcentral-proquest-com.ezproxy01.rhul.ac.uk/lib/rhul/detail.action?docID=4029438}, publisher={Polity}, author={Miller, Daniel}, year={2010} }

@book{Moor_2007a, address={Oxford}, title={The Rise of Brands}, publisher={Berg},
author={Moor, Liz}, year={2007} }

@book{Moor_2007b, address={Oxford}, title={The Rise of Brands},
url={https://ebookcentral-proquest-com.ezproxy01.rhul.ac.uk/lib/rhul/detail.action?docID=4636357},
publisher={Berg}, author={Moor, Liz}, year={2007} }

@book{Parsons_Maclaran_2009a, address={Amsterdam}, edition={1st Edition},
title={Contemporary Issues in Marketing and Consumer Behaviour},
publisher={Elsevier/Butterworth-Heinemann}, author={Parsons, Elizabeth and Maclaran, Pauline}, year={2009} }

@book{Parsons_Maclaran_2009b, address={Amsterdam}, title={Contemporary Issues in
Marketing and Consumer Behaviour},
url={http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService
&package_service_id=13111537220002671&institutionId=2671&customerId=2670}, publisher={Elsevier/Butterworth-Heinemann}, author={Parsons, Elizabeth and
Maclaran, Pauline}, year={2009} }

@book{Schroeder_Salzer-Morling_2006, address={London}, title={Brand Culture},
publisher={Routledge}, author={Schroeder, Jonathan E. and Salzer-Morling, Miriam},
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url={http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService
&package_service_id=13111569860002671&institutionId=2671&customerId=2670}, publisher={Routledge}, author={Schroeder, Jonathan E. and
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@book{Zwick_Cayla_2011a, address={Oxford}, title={Inside Marketing: Practices,
Ideologies, Devices}, publisher={Oxford University Press}, author={Zwick, Detlev and
Cayla, Julien}, year={2011} }

@book{Zwick_Cayla_2011b, address={Oxford}, title={Inside Marketing: Practices,
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url={ <https://ebookcentral-proquest-com.ezproxy01.rhul.ac.uk/lib/rhul/detail.action?docID=3054384> }, publisher={Oxford University Press}, author={Zwick, Detlev and Cayla, Julien}, year={2011} }