

---

# Melbourne Business School Library

*bibliographies*



---

## Brand management

Compilation date: September 2009

*This bibliography is a selective listing of works held by the MBS Library. The selection reflects the teaching and research focus of the academic programs at MBS. For a fuller coverage of the subject, please refer to the catalogue.*

**4-D branding : cracking the corporate code of the network economy / Thomas Gad ; with a foreword by Richard Branson.**  
London ; Financial Times Prentice Hall, 2001.  
*MBS 658.827 GAD [2001]*

**The 11 immutable laws of Internet branding / Al Ries and Laura Ries.**  
New York : HarperBusiness, c2000.  
*MBS 658.872 RIES [2000]*

**The 22 immutable laws of branding : how to build a product or service into a world-class brand / Al Ries and Laura Ries.**  
New York : HarperBusiness, c1998.  
*MBS 658.827 RIES [1998]*

**The 360 degree brand in Asia : creating more effective marketing communications / by Mark Blair, Richard Armstrong, Mike Murphy.**  
Singapore : John Wiley & Sons (Asia), 2003.  
*MBS 658.80095 BLAI [2003]*

**Adding value : brands and marketing in food and drink / edited by Geoffrey Jones and Nicholas J. Morgan.**  
London ; New York : Routledge, 1994.  
*MBS 664.00688 ADDI*

**Advanced brand management : from vision to valuation / Paul Temporal.**  
Singapore : John Wiley & Sons (Asia) ; Chichester : John Wiley & Sons, c2002.  
*MBS 658.827 TEMP*

**Advertising 2.0 : social media marketing in a Web 2.0 world / Tracy L. Tuten.**  
Westport, Conn. : Praeger, 2008.  
*MBS 659.144 TUTE [2008]*

**Asian branding : a great way to fly / Ian Batey.**  
Singapore : Prentice Hall, [2001], c2002.  
*MBS 658.827 BATE [2001]*

**Be your own brand : a breakthrough formula for standing out from the crowd / David McNally and Karl D. Speak.**  
San Francisco, CA : Berrett-Koehler, c2003.  
*MBS 158.1 MCNA [2003]*

**The best of branding : best practices in corporate branding / James R. Gregory.**  
New York : McGraw-Hill, c2004.  
*MBS 658.827 GREG [2004]*

**Beyond branding / edited by Nicholas Ind.**  
London ; Sterling, VA : Kogan Page Limited, 2003.  
*MBS 658.827 BEYO [2003]*

**Big brands, big trouble : lessons learned the hard way / Jack Trout.**  
New York ; Chichester : Wiley, 2001.  
*MBS 658.827 TROU*

**Brand asset management : driving profitable growth through your brands / Scott M. Davis.**  
San Francisco : Jossey-Bass, c2000.  
*MBS 658.827 DAVI [2000]*

**The brand bubble : the looming crisis in brand value and how to avoid it / John Gerzema, Ed Lebar ; foreword by Peter Stringham.**  
San Francisco, CA : Jossey-Bass, c2008.  
*MBS 658.827 GERZ [2008]*

**Brand culture / edited by Jonathan E. Schroeder and Miriam Salzer-Mörling.**  
New York, NY : Routledge, c2005.  
*MBS 658.827 BRAN [2006]*

**Brand driven : the route to integrated branding through great leadership / F. Joseph LePla, Susan V. Davis, and Lynn M. Parker.**  
London ; Sterling, VA : Kogan Page, 2003.  
*MBS 658.827 LEPL*

**Brand engagement : how employees make or break brands / Ian P. Buckingham.**  
Basingstoke : Palgrave Macmillan, 2008.  
*MBS 658.827 BUCK [2008]*

**Brand equity : a perspective on its meaning and measurement / Rajendra K. Srivastava, Allan D. Shocker.**  
Cambridge, Mass. : Marketing Science Institute, c1991.  
*MBS f 658.827 SRIV*

**Brand equity & advertising : advertising's role in building strong brands / edited by David A. Aaker, Alexander L. Biel.**  
Hillsdale, N.J. : Lawrence Erlbaum Associates, 1993.  
*MBS 659.1 BRAN*

**Brand failures : the truth about the 100 biggest branding mistakes of all time / Matt Haig.**  
London : Kogan Page Limited, 2003.  
*MBS 658.827 HAIG*

**Brand Hollywood : selling entertainment in a global media age / Paul Grainge.**  
London ; New York : Routledge, 2008.  
*MBS 384.830973 GRAI [2008]*

**Brand leadership / David A. Aaker, Erich Joachimsthaler.**  
New York : Free Press, 2000.  
*MBS 658.827 AAKE*

**Brand manners : how to create the self-confident organisation to live the brand / Hamish Pringle and William Gordon.**  
Chichester ; New York : Wiley, c2001.  
*MBS 658.827 PRIN*

**The brand marketing book : creating, managing and extending the value of your brand / Joe Marconi.**  
Lincolnwood, IL : NTC Business Books in conjunction with the American Marketing Association, 1999.  
*MBS 658.827 MARC*

**Brand meaning / Mark Batey.**  
New York : Routledge, c2008.  
*MBS 658.827 BATE [2008]*

**Brand medicine : the role of branding in the pharmaceutical industry / edited by Tom Blackett and Rebecca Robins.**  
Basingstoke : Palgrave, 2001.  
*MBS 338.476151 BRAN [2001]*

**The brand mindset : five essential strategies for building brand advantage throughout your company.**  
London : McGraw-Hill, 1999.  
*MBS 658.827 KNAP*

**Brand new brand thinking : brought to life by 11 experts who do / edited by Merry Baskin and Mark Earls.**  
London : Kogan Page, 2002.  
*MBS 658.827 BRAN*

**Brand new China : advertising, media, and commercial culture / Jing Wang.**  
Cambridge, Mass. : Harvard University Press, c2008.  
*MBS 659.10951 WANG [2008]*

**Brand portfolio strategy : creating relevance, differentiation, energy, leverage, and clarity / David A. Aaker.**  
New York : Free Press, c2004.  
*MBS 658.827 AAKE [2004]*

**Brand power / edited by Paul Stobart.**  
Basingstoke, Hampshire : Macmillan, c1994.  
*MBS 658.827 BRAN*

**Brand royalty : how the world's top 100 brands thrive & survive / Matt Haig.**  
London ; Sterling, Va. : Kogan Page, c2004.  
*MBS 658.827 HAIG [2004]*

**Brand strategy / John M. Murphy.**  
Cambridge, England : Director Books, 1990.  
*MBS 658.827 MURP*

**Brand stretch : why 1 in 2 extensions fail and how to beat the odds : a brandgym workout / by David Taylor.**

Hoboken : Wiley, 2004.  
*MBS 658.827 TAYL [2004]*

**Brand valuation / edited by John Murphy.**

2nd ed.  
London : Business Books, 1991.  
*MBS 658.827 BRAN*

**Brand warriors : corporate leaders share their winning strategies / edited by Fiona Gilmore.**

London : HarperCollins Business, 1997.  
*MBS 658.827 BRAN*

**Brandchild : remarkable insights into the minds of today's global kids and their relationships with brands / Martin Lindstrom with Patricia B. Seybold.**

London ; Sterling, VA : Kogan Page, 2003.  
*MBS 658.834083 LIND [2003]*

**Branding / Geoffrey Randall.**

London : Kogan Page, 1997.  
*MBS 658.827 RAND*

**Branding : a key marketing tool / edited by John M. Murphy.**

2nd ed.  
Basingstoke : Macmillan, 1992.  
*MBS 658.827 BRAN*

**Branding in action : cases and strategies for profitable brand management / Graham Hankinson and Philippa Cowking.**

London ; New York : McGraw-Hill, c1993.  
*MBS 658.8343 HANK*

**Branding in Asia : the creation, development, and management of Asian brands for the global market / Paul Temporal.**

New York : Wiley, 2000.  
*MBS 658.827095 TEMP*

**Branding in China : the media platforms reaching 1.3 billion consumers / China Knowledge Press.**

Singapore : China Knowledge Press, c2005.  
*MBS 658.8270951 BRAN [2005]*

**Brandjam : humanizing brands through emotional design / Marc Gob´e.**

New York : Allworth Press ; [Boston, Mass.] : Design Management Institute, 2007.  
*MBS 741.6 GOBE [2007]*

**Brands & advertising : how advertising effectiveness influences brand equity / Giep Franzen ; with the assistance of Cindy Goessens, ... [et al.].**

Henley-on-Thames, UK : Admap, 1999.  
*MBS 658.8343 FRAN*

**Brands in the balance : meeting the challenges to commercial identity / Kevin Drawbaugh.**

London : Reuters, 2001.  
*MBS 658.827 DRAW [2001]*

**Brands laid bare : using market research for evidence-based brand management / Kevin Ford.**

Chichester, UK : John Wiley, 2005.  
*MBS 658.827 FORD [2005]*

**Brands : meaning and value in media culture / Adam Arvidsson.**

London ; New York : Routledge, 2006.  
*MBS 658.827 ARVI [2006]*

**Brands : the logos of the global economy / Celia Lury.**

New York : Routledge, 2004.  
*MBS 658.827 LURY [2004]*

**Brands : the new wealth creators / edited by Susannah Hart and John Murphy ; foreword by Tom Blackett.**

Basingstoke, Hampshire : MacMillan Press, 1998.  
*MBS 658.827 BRAN*

**Brandsimple : how the best brands keep it simple and succeed / Allen P. Adamson.**

New York : Palgrave Macmillan, 2006.  
*MBS stack 658.827 ADAM [2006]*

**Building brand identity : a strategy for success in a hostile marketplace / Lynn B. Upshaw.**

New York : J. Wiley, c1995.  
*MBS 658.8343 UPSH*

**Building brands directly : creating business value from customer relationships / Stewart Pearson.**

Basingstoke [England] : Macmillan Business, 1996.  
*MBS 658.827 PEAR*

**Building strong brands / David A. Aaker.**

New York : Free Press, c1996.  
*MBS 658.827 AAKE*

**The business of brands / by Jon Miller & David Muir.**

Hoboken, N.J. : Wiley, 2004.  
*MBS 658.827 MILL [2004]*

**A century of American icons : 100 products and slogans from the 20th century consumer culture / edited by Mary Cross.**

Westport, Conn. : Greenwood Press, 2002.  
*MBS 658.8270973 CENT*

**Citizen brand : 10 commandments for transforming brands in a consumer democracy / Marc Gobé.**

New York : Allworth Press, c2002.  
*MBS 658.827 GOBE [2002]*

**Citizen brands : putting society at the heart of your business / Michael Willmott.**

New York ; Chichester : Wiley, 2001.  
*MBS 658.827 WILL*

**A clear eye for branding : straight talk on today's most powerful business concept / Tom Asacker.**

Ithaca, N.Y. : Paramount Market Pub., c2005.  
*MBS 658.827 ASAC [2005]*

**Co-branding : the science of alliance / editors Tom Blackett, Bob Boad.**

Basingstoke : Macmillan Business, 1999.  
*MBS 658.827 COBR*

**Commodity advertising : the economics and measurement of generic programs / Olan D. Forker and Ronald W. Ward.**

New York : Lexington Books, c1993.  
*MBS 659.113 FORK*

**Competing on value : bridging the gap between brand and customer value / Simon Knox and Stan Maklan.**

London : Financial Times, Pitman Publishing, 1998.  
*MBS 658.827 KNOX*

**Competitive branding : winning in the market place with value-added brands / Torsten H. Nilson.**

New York : John Wiley, c1998.  
*MBS 658.827 NILS*

**Corporate charisma : how to achieve world-class recognition by maximising your company's image, brands and culture / Paul Temporal & Harry Alder.**

London : Piatkus, c1998.  
*MBS 658.827 TEMP [1998]*

**Corporate reputation and competitiveness / Gary Davies ; with Rosa Chun, Rui Vinhas da Silva, and Stuart Roper.**

London ; New York : Routledge, 2003.  
*MBS 659.2 DAVI*

**Creating corporate reputations : identity, image, and performance / Grahame Dowling.**

Oxford : Oxford University Press, 2001.  
*MBS 659.2 DOWL*

**Creating passionbrands : getting to the heart of branding / Helen Edwards and Derek Day.**

Sterling, Va. : Kogan Page Limited, c2005.  
*MBS 658.8343 EDWA [2005]*

**The cult of the luxury brand : inside Asia's love affair with luxury / Radha Chadha & Paul Husband.**

London ; Boston : Nicholas Brealey International, 2006.  
*MBS 306.34 CHAD [2006]*

**The customer revolution : how to thrive when customers are in control / Patricia B. Seybold with Ronni T. Marshak and Jeffrey M. Lewis.**

New York : Crown Business, c2001.  
*MBS 658.812 SEYB*

**Defending your brand against imitation : consumer behavior, marketing strategies, and legal issues / Judith Lynne Zaichkowsky.**

Westport, Conn. : Quorum Books, 1995.  
*MBS 658.827 ZAIC*

**Differentiate or die : survival in our era of killer competition / Jack Trout with Steve Rivkin.**

New York : Wiley, c2000.  
*MBS 658.8 TROU*

**Does it pay to advertise? : cases illustrating successful brand advertising / John Philip Jones ; foreword by Sir David Orr.**

Lexington, Mass. : Lexington Books, c1989.  
*MBS 659.1 JONE*

**Driving brand value : using integrated marketing to manage profitable stakeholder relationships / Tom Duncan, Sandra Moriarty.**

New York : McGraw-Hill, c1997.  
*MBS 658.827 DUNC*

**Eating the big fish : how challenger brands can compete against brand leaders / Adam Morgan.**

New York : John Wiley, c1999.  
*MBS 658.827 MORG*

**eBrands : building an Internet business at breakneck speed / Phil Carpenter.**

Boston : Harvard Business School Press, c2000.  
*MBS 658.872 CARP*

**The economics of quality, grades, and brands / Peter Bowbrick.**

London ; New York : Routledge, 1992.

*MBS 658.562 BOWB*

**Emotional branding ; the new paradigm for connecting brands to people / by Marc Gobé.**

New York : Allworth Press, c2001.

*MBS 658.827 GOBE [2001]*

**The essential brand book : over 100 techniques to increase brand value / Iain Ellwood.**

London : Kogan Page, 2000.

*MBS 658.827 ELLW [2000]*

**Experiential marketing : how to get customers to sense, feel, think, act, and relate to your company and brands / Bernd H. Schmitt.**

New York : Free Press, c1999.

*MBS 658.827 SCHM*

**The expressive organization : linking identity, reputation, and the corporate brand / edited by Majken Schultz, Mary Jo Hatch, and Mogens Holten Larsen.**

Oxford : Oxford University Press, 2000.

*MBS 659.285 EXPR*

**The fall of advertising and the rise of PR / Al Ries and Laura Ries.**

New York : HarperBusiness, c2002.

*MBS 659 RIES [2002]*

**Fashion brands : branding style from Armani to Zara / Mark Tungate.**

Sterling, VA : Kogan Page, 2005.

*MBS 658.827 TUNG [2005]*

**From brand vision to brand evaluation : strategically building and sustaining brands / Leslie de Chernatony.**

Oxford : Butterworth-Heinemann, 2001.

*MBS 658.827 DECH*

**From bricks to clicks : 5 steps to creating a durable online brand / Serge Timacheff, Douglas E. Rand.**

New York : McGraw-Hill, c2001.

*MBS 658.827 TIMA [2001]*

**The future of brands : twenty-five visions / edited by Rita Clifton and Esther Maughan.**

Basingstoke : Macmillan, 2000.

*MBS 658.827 FUTU*

**Getting it right the second time : how American ingenuity transformed forty-nine marketing failures into some of our most successful products / Michael Gershman.**

Reading, Mass. : Addison-Wesley Pub. Co., c1990.

*MBS 658.800973 GERS*

**Global brand strategy : unlocking brand potential across countries, cultures and markets / Sicco Van Gelder.**

London : Sterling, VA : Kogan Page, 2003.

*MBS 658.827 VAN [2003]*

**Grocery revolution : the new focus on the consumer / Barbara E. Kahn, Leigh McAlister.**

Reading, Mass. : Addison-Wesley, c1997.

*MBS 658.878 KAHN*

**Harvard business review on brand management.**

Boston, Mass. : Harvard Business School Press, c1999.

*MBS 658.827 HARV*

**The hero and the outlaw : building extraordinary brands through the power of archetypes / Margaret Mark and Carol S. Pearson.**

New York ; London : McGraw-Hill, 2001.

*MBS 658.827 MARK*

**How Asia advertises : the most successful campaigns in Asia-Pacific and the marketing strategies behind them / Jim Aitchison.**

Singapore : J. Wiley & Sons (Asia), 2002.

*MBS 659.1095 AITC [2002]*

**How brands become icons : the principles of cultural branding / Douglas B. Holt.**

Boston : Harvard Business School Press, c2004.

*MBS 658.827 HOLT [2004]*

**How they started : global brands, how 21 good ideas became great global businesses / [edited by David Lester].**

Richmond : Crimson, 2008.

*MBS 658.11 HOW [2008]*

**How to use advertising to build strong brands / edited by John Philip Jones.**

Thousand Oaks, Calif. ; London : SAGE, c1999.

*MBS 659.1 HOW*

**IMC, the next generation : five steps for delivering value and measuring financial returns using marketing communication / Don E. Schultz, Heidi F. Schultz.**  
New York : McGraw-Hill, 2004.  
*MBS 658.8 SCHU [2004]*

**The infinite asset : managing brands to build new value / Sam Hill, Chris Lederer.**  
Boston, Mass. ; [England] : Harvard Business School Press, 2001.  
*MBS 658.827 HILL*

**Integrated branding : becoming brand-driven through companywide action / F. Joseph LePla, Lynn M. Parker.**  
Westport, Conn. ; London : Quorum, 1999.  
*MBS 658.827 LEPL*

**International marketing relationships / Sue Bridgewater and Colin Egan.**  
New York : Palgrave, 2002.  
*MBS stack 658.84 BRID [2002]*

**Just good business : the strategic guide to aligning corporate responsibility and brand / Kellie A. McElhaney.**  
San Francisco, Calif. : Berrett-Koehler Publishers, c2008.  
*MBS 658.408 MCEL [2008]*

**Life branding : how to maximise your potential with the Abundance Lifestyle coaching system / by Jon-Michail.**  
Ringwood, Vic. : Brolga, c2002.  
*MBS 158.1 JONM [2002]*

**Luxury fashion branding : trends, tactics, techniques / Uche Okonkwo.**  
Basingstoke : Palgrave Macmillan, 2007.  
*MBS 658.827 OKON [2007]*

**The making of a name : the inside story of the brands we buy / Steve Rivkin and Fraser Sutherland.**  
New York : Oxford University Press, c2004.  
*MBS 658.827 RIVK [2004]*

**Managing brand equity : capitalizing on the value of a brand name / David A. Aaker.**  
New York : Free Press ; Toronto : Maxwell Macmillan Canada ; New York : Maxwell Macmillan International, c1991.  
*MBS 658.827 AAKE*

**Marketing aesthetics : the strategic management of brands, identity, and image / Bernd Schmitt, Alex Simonson ; foreword by Tom Peters.**  
New York : Free Press, c1997.  
*MBS 658.827 SCHM*

**Measuring the effectiveness of image and linkage advertising : the nitty-gritty of maxi-marketing / Arch G. Woodside.**  
Westport, Conn. : Quorum Books, 1996.  
*MBS 658.8343 WOOD*

**Megabrands : how to build them, how to beat them / D. John Loden.**  
Homewood, Ill. : Business One Irwin, c1992.  
*MBS 658.827 LODE*

**The mental world of brands : mind, memory and brand success / Giep Franzen, Margot Bouwman ; with a foreword by Wendy Gordon.**  
Henley-on-Thames : World Advertising Research Centre, 2001.  
*MBS 658.827 FRAN*

**Momentum : how companies become unstoppable market forces / Ron Ricci, John Volkmann.**  
Boston, Mass. ; [Great Britain] : Harvard Business School Press, c2003.  
*MBS 658.827 RICC*

**The name is the game : how to name a company or product / by Henri Charmasson.**  
Homewood, Ill. : Dow Jones-Irwin, c1988.  
*MBS 658.827 CHAR*

**The new strategic brand management : creating and sustaining brand equity long term / Jean Noël Kapferer.**  
3rd ed.  
London ; Sterling, VA : Kogan Page, 2004.  
*MBS 658.827 KAPF [2004]*

**No logo, no space, no choice, no jobs : taking aim at the brand bullies / Naomi Klein.**  
London : Flamingo, 2000.  
*MBS 303.484 KLEI*

**Offensive marketing : or how to make your competitors followers / Hugh Davidson.**  
2nd ed.  
Aldershot : Gower, 1987.  
*MBS 658.8 DAVI*

**The origin of brands : discover the natural laws of product innovation and business survival / Al Ries and Laura Ries.**

New York : HarperCollins, 2004.  
*MBS 658.827 RIES [2004]*

**Performing consumers : global capital and its theatrical seductions / Maurya Wickstrom.**

New York, NY : Routledge, 2006.  
*MBS 658.8342 WICK [2006]*

**Personality not included : why companies lose their authenticity--and how great brands get it back / Rohit Bhargava.**

New York : McGraw-Hill, c2008.  
*MBS 658.827 BHAR [2008]*

**The philosophy of branding : great philosophers think brands / Thom Braun.**

London ; Sterling, VA : Kogan Page, 2004.  
*MBS 658.82701 BRAU [2004]*

**The pirate inside : building a challenger brand culture within yourself and your organization / Adam Morgan.**

Chichester, West Sussex ; Hoboken, N.J. : John Wiley & Sons, c2004.  
*MBS 658.827 MORG [2004]*

**Private label strategy : how to meet the store brand challenge / Nirmalya Kumar, Jan-Benedict E.M. Steenkamp.**

Boston, MA : Harvard Business School Press, c2007.  
*MBS stack 658.827 KUMA [2007]*

**(Re)inventing the brand : can top brands survive the new market realities? / Jean-Noël Kapferer.**

London : Kogan Page, 2001.  
*MBS 658.827 KAPF*

**The reality of global brands : cases and strategies for successful management of international brands / Graham Hankinson and Philippa Cowking.**

London ; New York : McGraw-Hill, c1996.  
*MBS 658.827 HANK*

**Repeat-buying : facts, theory, and applications / A.S.C. Ehrenberg.**

New ed.  
London : Griffin ; New York : Oxford University Press, 1988.  
*MBS 658.834 EHRE*

**Retail power plays : from trading to brand leadership : strategies for building retail brand value / Andrew Wileman and Michael Jary.**

Houndmills [England] : MacMillan Business, 1997.  
*MBS 658.87 WILE*

**Retailization : brand survival in the age of retailer power / Lars Thomassen, Keith Lincoln & Anthony Aconis.**

Philadelphia : Kogan Page, c2006.  
*MBS 658.827 THOM [2006]*

**Rigorous magic : communication ideas and their application / Jim Taylor & Steve Hatch.**

Hoboken, NJ : Wiley, 2007.  
*MBS stack 658.8101 TAYL [2007]*

**Rising tide : lessons from 165 years of brand building at Procter & Gamble / Davis Dyer, Frederick Dalzell, Rowena Olegario.**

Boston : Harvard Business School Press, c2004.  
*MBS biz bio 338.767 DYER [2004]*

**Romancing the brand : the power of advertising and how to use it / David N. Martin.**

New York : AMACOM, c1989.  
*MBS 659.1 MART*

**Romancing the customer : maximizing brand value through powerful relationship management / Paul Temporal and Martin Trott.**

Singapore ; New York : Wiley, c2001.  
*MBS 658.827 TEMP [2001]*

**The science and art of branding / Giep Franzen and Sandra Moriarty.**

Armonk, N.Y. : M.E. Sharpe, c2009.  
*MBS 658.827 FRAN [2009]*

**Smart things to know about brands & branding / John Mariotti.**

Dover, N.H., Oxford : Capstone, 1999.  
*MBS 658.827 MARI [1999]*

**Strategic brand management : building, measuring and managing brand equity / Kevin Lane Keller.**

Upper Saddle River, N.J. : Prentice Hall, c1998.  
*MBS 658.827 KELL*

**Strategic brand management : building, measuring, and managing brand equity / Kevin Lane Keller.**

3rd ed.  
Upper Saddle River, N.J. : Pearson/Prentice Hall, c2008.  
*MBS 658.827 KELL [2008]*

**Strategic brand management : creating and sustaining brand equity long term / Jean-Noël Kapferer.**

2nd ed.

London ; Dover, N.H. : Kogan Page, 1997.

*MBS 658.827 KAPF*

**Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding / Mary Jo Hatch, Majken Schultz ; foreword by Wally Olins.**

San Francisco : Jossey-Bass, c2008.

*MBS 658.827 HATC [2008]*

**Trademarks / Tom Blackett.**

Houndmills : Macmillan; Interbrand, 1998.

*MBS 658.827 BLAC*

**United we brand : how to create a cohesive brand that's seen, heard, and remembered / Mike Moser.**

Boston : Harvard Business School Press, c2003.

*MBS 658.827 MOSE*

**Warriors on the high wire : the balancing act of brand leadership in the 21st century / Fiona Gilmore.**

London : HarperCollinsBusiness, 2001.

*MBS 658.827 GILM*

**What makes winning brands different? : the hidden method behind the world's most successful brands / Andreas Buchholz and Wolfram Wördemann.**

Chichester : Wiley, 2000.

*MBS 658.827 BUCH*

**What's in a name? : advertising and the concept of brands / by John Philip Jones and Jan S. Slater.**

2nd ed.

Armonk, N.Y. : M.E. Sharpe, 2003.

*MBS 658.8343 JONE [2003]*

**Why they buy : American consumers inside and out / Robert B. Settle, Pamela L. Alreck.**

New York : Wiley, c1986.

*MBS 658.83430973 SETT*

**Will & vision : how latecomers grow to dominate markets / Gerard J. Tellis and Peter N. Golder.**

New York : McGraw-Hill, c2002.

*MBS 658.800973 TELL*

**Winning the profit game : smarter pricing, smarter branding / Robert G. Docters ... [et al.]**

New York : McGraw-Hill, 2004.

*MBS 658.816 WINN [2004]*

**World's greatest brands : an international review / by Interbrand.**

New York : Wiley, c1992.

*MBS 658.827 WORL*