



HÖGSKOLAN I GÄVLE

Brand Management C 7,5 hp

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Kurskod

FEG343

Kurslitteratur

Keller, K. L., (latest edition). *Strategic brand management: building, measuring, and managing brand equity*. Upper Saddle River, N.J: Prentice-Hall. sidor: approx. 800

Selected articles on brand management (approx 200 pages).

Referenslitteratur

Apéria, T & Back, R., (latest edition). *Brand relations management: bridging the gap between brand promise and brand delivery*. Stockholm: Liber. sidor: approx 350