



HÖGSKOLAN I GÄVLE

Brand Management C 7.5cr

Brand Management C 7,5hp

Version

Valid from

Valid to

2/11/13

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Course Literature

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

Selected articles on brand management (approx 200 pages).

Reference Literatur

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