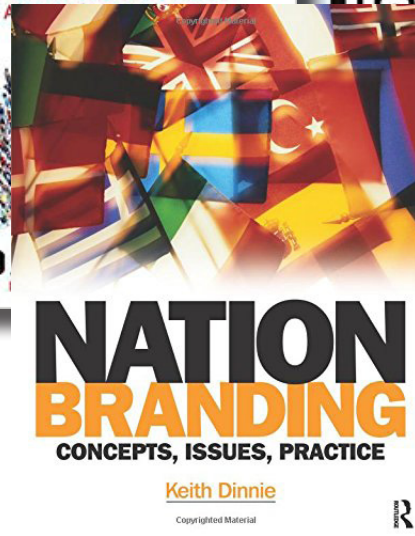
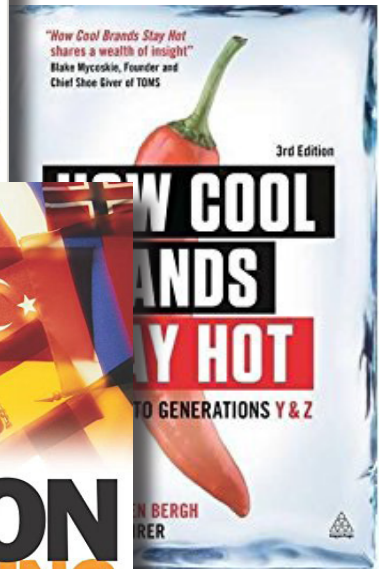
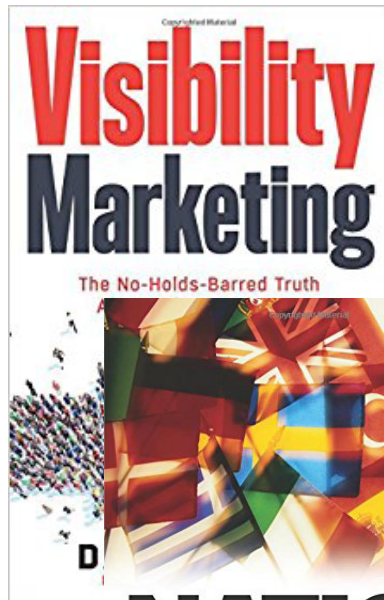


2013 - 2017



BRAND MANAGEMENT

Other Related Terms:

Branding (Marketing)
 Brand name products
 Customer relations

A. BOOKS (Located at the General Collection Shelves near the Circulation Section)

1. Hoga, Tom. **(2017)**. The Ultimate Start-up Guide: Marketing Lessons, War Stories and Hard-won Advice From Leading Venture Capitalist and Angel Investors. Wayne, N.J.: Career Press. HF 5415 H63
2. Avrin, David. **(2016)**. Visibility Marketing: The No-holds-barred Truth About What It Takes to Grab Attention, Build Your Brand, and Win New Business. Wayne, N.J.: Career Press. HF 5415 A97
3. Colon, Geoffrey. **(2016)**. Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating The New Normal. New York: McGraw-Hill. HF 5415.1255 C65
4. Dinnie, Keith. **(2016)**. National Branding: Concepts, Issues, Practices. London: Routledge. JZ 1316 D56 2016
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6. Hancock, Joseph. **(2016)**. Brand/story: Cases and Explorations In Fashion Branding. 2nd Ed. New York: Bloomsbury. HD 9940 A2H36 2016
7. Keller, Wendy. **(2016)**. Entrepreneur Magazine's Ultimate Guide to Platform Building. Irvine: Entrepreneur Press. HF 5415.1255 K45
8. Lindstrom, Martin. **(2016)**. Small Data: The Tiny Clues That Uncover Huge Trends. New York, N. Y.: St. Martin's Press. HF 5415.32 L557
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 14. Cehrs, Adele **(2015)**. SPIKE Your Brand ROI: How to Maximize Reputation and Get Results. San Francisco, CA: Jossey-Bass. E-book/EBSCO HOST
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 18. Johansson, Johny K. **(2015)**. Contemporary Brand Management. Thousand Oaks, CA: SAGE Publications. HF 5415.1255 J64
 19. Johnson, Nick,author. **(2015)**. The Future Of Marketing: Strategies From 18 Leading Brands On How Authenticity, Relevance, and Transparency Will Help You Survive The Age Of The Customer. New Jersey: Pearson Education. HF 5415 J545
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 21. Kotler, Philip. **(2015)**. Think ASEAN!: Rethinking Marketing Toward ASEAN Economic Community. 2nd Ed. Singapore: McGraw-Hill. HF 5415.12 K68 2015
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27. What Is A 21st Century Brand?: New Thinking From The Next Generation Of Advertising Leaders. **(2015)**. Philadelphia: Kogan Page. HF 5415.1255 W43
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B. NON-PRINT (CD's, DVD's, VHS) (Located at the Information Commons Section)

1. *Buying Into Brand Marketing [videorecording]: Shaping Your Perceptions*. (**2012**). Learning Seed; Kari Dean McCarthy, Executive Producer; Kevin McCarthy, Producer-director ; Mary Fons, Script Writer. Chicago, IL: Learning Seed. 1 DVD-ROM. DVD 241
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3. Gorchels, Linda. (**2006**). *The Product Manager's Handbook*. 3rd Ed. 1 CD-ROM. HF 5415.15 G63
4. Block, Martin P. and Tamara S. Block. (**2005**). *Business-to-business Market Research*. 2nd Ed. 1 CD-ROM HF 5415.1263 B565
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7. Clow, Kenneth E. (**2004**). *Integrated Advertising, Promotion, and Marketing Communications*. 2nd Ed. 1 CD-ROM. HF 5415.123 C58 2004
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- Economics Of Data-driven Marketing. 1 CD-ROM HF 5415.13 R64
9. Cook, Thomas A., Rennie Alston and Kelly Raia. **(2004)**. Mastering Import & Export Management. 1 CD-ROM. HF 1414.4 C66
 10. Jeannet, Jean-Pierre and H. David Hennessey. **(2004)**. Global Marketing Strategy. 1 Videocassette Tape. VT 221
 11. Marketing Strategy: A Decision- Focused Approach. **(2004)**. 4th Ed. 1 CD-ROM. HF 5415.13 W249
 12. Little, Edward and Ebi Marandi. **(2003)**. Relationship Marketing Management. HF 5415.55 L58
 13. McColl-Kennedy, Janet R. **(2003)**. Services Marketing: A Managerial Approach. 1 CD-ROM. HD 9980.5 S47
 14. McMurtry, Jeanette Maw. **(2003)**. Big Business Marketing for Small Business Budgets. 1 CD-ROM. HF 5415.13 M36
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C. ELECTRONIC JOURNALS at EBSCOHOST Online Database

1. [Journal Of Product & Brand Management](#)
Bibliographic Records: 01/01/1994 To Present
Description: Covers the latest strategies in product and brand management and pricing.
2. [Journal Of Brand Management](#)
Bibliographic Records: 02/01/2001 To Present
Full Text: 02/01/2001 To 08/01/2011
Description: Explores the strategies of players in the global marketplace, trends and techniques.

3. [IUP Journal Of Brand Management](#)
Bibliographic Records: 12/01/2007 To Present
Full Text: 12/01/2007 To Present
PDF Full Text
4. [ICFAI Journal Of Brand Management](#)
Bibliographic Records: 12/01/2007 To Present
Full Text: 12/01/2007 To Present
PDF Full Text
5. [Journal Of Business & Educational Leadership](#)
Bibliographic Records: 10/01/2013 To Present
Full Text: 10/01/2013 To Present
Description: Focuses on topics in business and educational leadership, including pedagogies for business ethics, creating online brand value, etc.
6. [Journal Of Consumer Psychology \(Lawrence Erlbaum Associates\)](#)
Bibliographic Records: 01/01/1992 To Present
Full Text: 01/01/1992 To 10/01/2007
Description: Peer reviewed articles about the field of consumer psychology which includes such topics as the role of advertising, consumer attitudes, decision making processes, and direct brand experience.

D. ELECTRONIC BOOKS

EBSCO eBooks

1. Ashworth, G. J. **(2015)**. Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions. Cham [Switzerland]: Springer.
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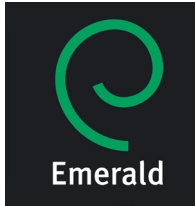
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12. Trademarks, Brands, and Competitiveness /edited By Teresa Da Silva Lopes and Paul Duguid. **(2010)**. New York: Routledge.

Online Resources

Companies,
Markets &
Industries
Reports



E-Journals



E-Books / Videos



Prepared May 2017
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