### Other Related Terms:

- Branding (Marketing)
- Brand name products
- Customer relations

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


5. Brand protection online: a practical guide to protection from online infringement. *(2017)*. [London]: Globe Law and Business Ltd. K 1401 B72


10. Mowat, Jon. *(2017)*. Video marketing strategy: harness the power of online video to drive brand growth. London: Kogan Page. HF 5415.1265 M69


29. 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


37. What is a 21st century brand?: new thinking from the next generation of advertising leaders. *(2015)*. Philadelphia: Kogan Page. HF 5415.1255 W43


42. Lautenslager, Al. (2014). Market like you mean it: engage customers, create brand believers, and gain fans for everything you sell. [Irvine]: Entrepreneur Press. HF 5415 L532


47. Temporal, Paul. (2014). Branding for the public sector: how to develop successful brands in the sector where image is power. Chichester, West Sussex: Wiley. JF 1525 M37T46


52. Boudreaux, Chris, Susan F. Emerick. (2013). Most powerful brand on earth: how to transform teams, empower employees, integrate partners, and mobilize customers to beat the competition in digital and social media. Boston, MA: Prentice Hall. HM 742 B69


58. Lewis, Mike. (2013). Stand out social marketing: 6 keys to rise above the noise, differentiate your brand, and build an outstanding online presence. New York: McGraw-Hill. HF 5415 L487


64. Weaver, Jason. (2013). Manager’s guide to online marketing. New York: McGraw-Hill. HF 5415.1265 W42
### Brand Management

**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

2. **Understanding brands [videorecording].** *(2010)*. Australia: VEA Australia/New Zealand Pty. 1 DVD. DVD 225


4. **Block, Martin P . and Tamara S. Block.** *(2005)*. Business-to-business market research. 2nd ed. 1 CD-ROM HF 5415.1263 B565

5. **Blue ocean strategy: how to create uncontested market space and make the competition irrelevant.** *(2005)*. New York: Harvard Business School Press. 6 CD-ROM’s. CD 053

6. **Barrera, Rick.** *(2004)*. Overpromise and overdeliver: the secrets of unshakeable customer loyalty. 1 CD ROM HF 5415.15 B37

7. **Clow, Kenneth E.** *(2004)*. Integrated advertising, promotion, and marketing communications. 2nd ed. 1 CD-ROM. HF 5415.123 C58 2004

8. **Rosenwald, Peter J., consultant.** *(2004)*. Accountable marketing: the economics of data-driven marketing. 1 CD-ROM HF 5415.13 R64


10. **Jeannet, Jean-Pierre and H. David Hennessey.** *(2004)*. Global marketing strategy. 1 videocassette tape. VT 221


12. **Little, Edward and Ebi Marandi.** *(2003)*. Relationship marketing management. HF 5415.55 L58


15. Rethinking marketing: sustainable marketing enterprise in Asia: text and cases. *(2003).* HF 5415.12 A8R47


18. Trout, Jack. *(2003).* Genie’s wisdom: a fable of how a CEO learned to be a marketing genius. 1 CD-ROM. HF 5415.13 T73

C. ELECTRONIC BOOKS

EBSCOHOST Online Database

1. Ashworth, G. J. *(2015).* Rethinking place branding: comprehensive brand development for cities and regions. Cham [Switzerland]: Springer.


GALE E-REFERENCE


TAYLOR & FRANCIS


D. E-JOURNALS at EBSCOHOST ONLINE DATABASE

1. ICFAI Journal Of Brand Management
   Bibliographic Records:12/01/2007 To Present
   Full Text:12/01/2007 To Present

2. IUP Journal Of Brand Management
   Bibliographic Records:12/01/2007 To Present
   Full Text:12/01/2007 To Present

3. Journal Of Brand Strategy
   Bibliographic Records:03/01/2008 To Present
   Full Text:03/01/2008 To Present

4. Journal Of Consumer Psychology (Taylor & Francis Ltd)
   Bibliographic Records:01/01/1992 To Present
   Full Text:01/01/1992 To 10/01/2007

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