

Brand management & Sustainable Business Models

Compulsory reading

Books:

Maurya, A (2012) *Running Lean: Iterative from Plan A to a Plan That Works*, O'Reilly.

Osterwalder, A, and Pigneur, *Business Model Generation: A handbook for Visionaries; Game Changers; and Challengers* (2010). Wiley.

Articles:

Aaker, D., *Win the Brand Relevance Battle and Then Build Competitive Barriers*.

California Management Review, January 2012.

Aaker, J., *Dimensions of Brand Personality*. *Journal of Marketing Research* 34, August 1997, 347-356.

Azoulay, A, Kapferer, JN, *Do Brand Personality scales really measure Brand Personality?* *Journal of Brand Management*, Vol. 11, No 2, 143-155.

Berens, G., Van Riel, C., and Van Bruggen, G., *Corporate Associations and Consumer Product Responses: The Moderating Role of Corporate Brand Dominance*. *Journal of Marketing*, July 2005.

Blank, S (2013) *Why the Lean Start-Up Changes Everything*, *Harvard Business Review*.

Brown, T., Dacin, P., *The company and the Product: Corporate Associations and Consumer Product Responses*. *Journal of Marketing*, January 1997.



Christensen, C.M., Bartman, T, & van Beyer, D (2016) The Hard Truth about Business Model Innovation, MIT Sloan Management Review, fall 2016.

Christensen, C.M, Cook, S & Hall, T (2006) Marketing Malpractice: The Cause and the Cure, Harvard Business Review.

Christensen, C.M., Hall, T., Dillon, K & Duncan, D, S (2016) Know your customers jobs to be done, Harvard Business Review.

Christensen, C.M., Raynor, M, & McDonald, R (2016) What is Disruptive Innovation? Harvard Business Review.

DaSilva, C.M & Trkman, P., (2013) Business Model: What It Is and What It Is Not, Long Range Planning.

Davies, G, Chun, R., da Silva, V., A corporate character scale to assess employee and customer views of organization reputation. Corporate Reputation Review 7 (2), 125-146. 2004.

Fombrun, C, Ponzi, L, and Newburry, W., Stakeholder Tracking and Analysis: The RepTrak System for Measuring Corporate Reputation. Corporate Reputation Review, Vol. 18, No. 1, pp 3-24, 2015.

Girotra, K., & Netessine, S (2014) Four Paths to Business Model Innovation, Harvard Business Review, 2014.

Hoeffler, S, & Keller, KL (2003) The Marketing Advantages of Strong Brands, Brand Management, 421-445.

Keller (2001) Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands, Working paper Marketing Science Institute.

Keller, KL (1993) Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, Journal of Marketing, 1-22

Keller, KL, Sternthal, B, and Tybout, A., Three questions you need to ask about your brand Harvard Business Review, September 2002.

Kim, W.C, & Mauborgne, R, (2004) Blue Ocean Strategy, Harvard Business Review. 76- 86.

Nidumolu, R., Prahalad, C.K., Rangaswami, M.R., Why Sustainability Is Now the Key

Driver of Innovation, Harvard Business Review, September, 2-9, 2009.



Plummer, J.T. (1985). How Personality Makes a Difference. *Journal of Advertising Research*, 24 (6), 27-31.

Porter, M.E & Kramer, M.R (2006) Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility, *Harvard Business Review*, 78-94.