

MAN 5060 Identitet og merkevarebygging

[View Online](#)

1.

Brønn PS, Sjøbu A, Ihlen Ø. Åpen Eller Innadvendt: Omdømmebygging for Organisasjoner. Gyldendal akademisk; 2009.

2.

Gripsrud J. Mediekultur, Mediesamfunn. 5. utg. Universitetsforl

3.

Kolnar K. Mannedyret: Begjær i Moderne Film. Spartacus

4.

Samuelsen BM, Olsen LE, Peretz A. Merkevareledelse. Cappelen Damm akademisk; 2016.

5.

Knudsen MW, Schjelderup GE. Forbrukersosiologi: Makt, Tegn Og Mening i Forbrukersamfunnet. Cappelen akademisk forl

6.

Holt DB. How Brands Become Icons: The Principles of Cultural Branding. Harvard Business School Press; 2004.
<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=5181976>

7.

Blindheim T, Jensen TØ, Nyeng F, Tangen KF. Forbruk: Lyst, Makt, Iscenesettelse Eller Mening? Cappelen akademisk forl

8.

Girard R. Anorexia and Mimetic Desire. Vol Breakthroughs in mimetic theory. Michigan State University Press

<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=3338328>

9.

Packard VO. The hidden persuaders. In: Reissue ed. Ig Pub; 2007:31-64.

<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=3029422>

10.

Pountain D, Robins D. Cool rules: anatomy of an attitude. In: Reaktion; 2000:7-33.

<https://ebookcentral.proquest.com/lib/bilibrary/reader.action?docID=420785&pg=9>

11.

Slade G. Made to break: technology and obsolescence in America. In: Harvard University Press; 2006:1-55.

<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=3300262>

12.

Kolnar K. Fetisjer, porno og populærkultur. In: Pornutopia: Glamour, Kjendiskult, Porno-Chic, Livsstilsex, Konsum Og Begjær. Tapir akademisk forl; :159-169.

13.

Arnould EJ. Consumer Culture Theory (CCT): Twenty Years of Research. Journal of

Consumer Research. 2005;31(4):868-882. <http://jcr.oxfordjournals.org/content/31/4/868>

14.

Cayla J, Arnould EJ. A Cultural Approach to Branding in the Global Marketplace. *Journal of International Marketing*. 2008;16(4):86-112. <https://www.jstor.org/stable/27755581>

15.

Hirschman EC. The creation of product symbolism. *Advances in Consumer Research*. 1986;13(1):327-331.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6487272>

16.

Hirschman EC. Consumers' Use of Intertextuality and Archetypes. *Advances in Consumer Research*. 2000;27(1):57-63.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6686918>

17.

Hirschman EC. Men, Dogs, Guns and Cars: The Semiotics of Rugged Individualism. *Journal of Advertising*. 2003;32(1):9-22.
<https://www.proquest.com/scholarly.journals/men.dogs.guns.cars.semiotics.rugged.individualism/docview/236502484/se.2?accountid=142923>

18.

Hirschman E. Foodsigns on the Highway of Life: The Semiotics of the Diner. *Advances in Consumer Research*. 2006;33(1):607-612.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=23589674>

19.

Hirschman EC, Thompson CJ. Why Media Matter: Toward a Richer Understanding of Consumers' Relationships with Advertising and Mass Media. *Journal of Advertising*. 1997;26(1):43-60.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9705213769>

20.

Hirschman EC, Scott L, Wells WB. A Model of Product Discourse: Linking Consumer Practice to Cultural Texts. *Journal of Advertising*. 1998;27(1):33-50.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=930323>

21.

Hirschman EC, Solomon MR. The relationship of age and gender subcultures to the consumption of rational and irrational experiences. *Advances in Consumer Research*. 1983;10(1):334-338.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6430855>

22.

Hirschman EC, Holbrook MB. Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*. 1982;46(3):92-101.

<https://www.jstor.org/stable/1251707>

23.

Holt DB. Neglected Classics: Three Intellectual Traditions in the Sociology of Consumption. *Advances in Consumer Research*. 1994;21(1):64-64.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83373783>

24.

Holt DB. How Consumers Consume: A Typology of Consumption. *Journal of Consumer Research*. 1995;22(1):1-16.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9507113972>

25.

Holt DB. Inside Culture: Art and Class in the American Home/Claims to Fame: Celebrity in Contemporary America/Xuxu: The Mega-marketing of gender, race and modernity. *Journal of Marketing Research (JMR)*. 1995;32(4):487-494.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9512144022>

26.

Holt DB. How Do Ads Mean? New Directions in Cultural Advertising Research. *Advances in Consumer Research*. 1997;24(1):98-100.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83112680>

27.

Holt DB. Social Class and Consumption: Challenging Postmodern Images. *Advances in Consumer Research*. 1998;25(1):219-220.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83386435>

28.

Holt DB. Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. *Journal of Consumer Research*. 2002;29(1):70-90.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6789004>

29.

Holt DB. What Becomes an Icon Most? *Harvard Business Review*. 2003;81(3):43-49.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9162349>

30.

Holt DB, Thompson CJ. Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption. *Journal of Consumer Research*. 2004;31(2):425-440.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14636465>

31.

Holt DB, Quelch JA, Taylor EL. How Global Brands Compete. *Harvard Business Review*. 2004;82(9):68-75.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14328977>

32.

O'Reilly D. Cultural Brands/ Branding Cultures. *Journal of Marketing Management*. 2005;21(5):573-588.

<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=17339000>

33.

Thompson CJ. Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle. *Journal of Consumer Research*. 1996;22(4):388-407.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9606161736>

34.

Thompson CJ. Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories. *Journal of Marketing Research (JMR)*. 1997;34(4):438-455.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9711110304>

35.

Thompson CJ. Beyond Brand Image: Analyzing the Culture of Brands. *Advances in Consumer Research*. 2004;31(1):98-100.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14925542>

36.

Thompson CJ. Marketplace Mythology and Discourses of Power. *Journal of Consumer Research*. 2004;31(1):162-180.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14782550>

37.

Thompson CJ. Theorizing the Socio-Historical and Ideological Influences on the Production of Commercial Culture. Vol 8.; 2008:145-149.
http://www.acrwebsite.org/volumes/eacr/vol8/eacr_vol8_37.pdf

38.

Thompson CJ. The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of

Glocalization. *Journal of Consumer Research*. 2004;31(3):631-642.
<https://www.jstor.org/stable/10.1086/425098>

39.

Thompson CJ, Holt DB. Consuming Desire and Desirous Consumption: Toward a Deeper Understanding of the Social Construction of Consumer Wants and the Nature of Consumption Symbolism. *Advances in Consumer Research*. 1997;24(1):22-23.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83112661>

40.

Thompson CJ, Tambyah SK. Rethinking Theories of 'Consumer Culture' Through Postmodern Analyses of Consumption and the Production of Hybrid Cultural Forms. *Advances in Consumer Research*. 1998;25(1):58-59.
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83386398>

41.

Simmel G. Moten. *Sosiologi i dag*. 1990;(2).