

MAN 5060 Identitet og merkevarebygging

[View Online](#)

1.

Brønn, P.S., Sjøbu, A., Ihlen, Ø.: Åpen eller innadvendt: omdømmebygging for organisasjoner. Gyldendal akademisk, Oslo (2009).

2.

Gripsrud, J.: Mediekultur, mediesamfunn. Universitetsforl, Oslo.

3.

Kolnar, K.: Mannedyret: begjær i moderne film. Spartacus, Oslo.

4.

Samuelsen, B.M., Olsen, L.E., Peretz, A.: Merkevareledelse. Cappelen Damm akademisk, [Oslo] (2016).

5.

Knudsen, M.W., Schjelderup, G.E.: Forbrukersosiologi: makt, tegn og mening i forbrukersamfunnet. Cappelen akademisk forl, Oslo.

6.

Holt, D.B.: How brands become icons: the principles of cultural branding. Harvard Business School Press, Boston, Mass (2004).

7.

Blindheim, T., Jensen, T.Ø., Nyeng, F., Tangen, K.-F.: Forbruk: lyst, makt, iscenesettelse eller mening? Cappelen akademisk forl, Oslo.

8.

Girard, R.: Anorexia and mimetic desire. Michigan State University Press, East Lansing, Mich.

9.

Packard, V.O.: The hidden persuaders. Presented at the (2007).

10.

Pountain, D., Robins, D.: Cool rules: anatomy of an attitude. Presented at the (2000).

11.

Slade, G.: Made to break: technology and obsolescence in America. Presented at the (2006).

12.

Kolnar, K.: Fetisjer, porno og populærkultur. In: Pornutopia: glamour, kjendiskult, porno-chic, livsstilsex, konsum og begjær. pp. 159–169. Tapir akademisk forl, Trondheim.

13.

Arnould, E.J.: Consumer Culture Theory (CCT): Twenty Years of Research. Journal of Consumer Research. 31, 868–882 (2005).

14.

Cayla, J., Arnould, E.J.: A Cultural Approach to Branding in the Global Marketplace. Journal of International Marketing. 16, 86–112 (2008).

15.

Hirschman, E.C.: The creation of product symbolism. *Advances in Consumer Research*. 13, 327-331 (1986).

16.

Hirschman, E.C.: Consumers' Use of Intertextuality and Archetypes. *Advances in Consumer Research*. 27, 57-63 (2000).

17.

Hirschman, E.C.: Men, Dogs, Guns and Cars: The Semiotics of Rugged Individualism. *Journal of Advertising*. 32, 9-22 (2003).

18.

Hirschman, E.: Foodsigns on the Highway of Life: The Semiotics of the Diner. *Advances in Consumer Research*. 33, 607-612 (2006).

19.

Hirschman, E.C., Thompson, C.J.: Why Media Matter: Toward a Richer Understanding of Consumers' Relationships with Advertising and Mass Media. *Journal of Advertising*. 26, 43-60 (1997).

20.

Hirschman, E.C., Scott, L., Wells, W.B.: A Model of Product Discourse: Linking Consumer Practice to Cultural Texts. *Journal of Advertising*. 27, 33-50 (1998).

21.

Hirschman, E.C., Solomon, M.R.: The relationship of age and gender subcultures to the consumption of rational and irrational experiences. *Advances in Consumer Research*. 10, 334-338 (1983).

22.

Hirschman, E.C., Holbrook, M.B.: Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*. 46, 92–101 (1982).

23.

Holt, D.B.: Neglected Classics: Three Intellectual Traditions in the Sociology of Consumption. *Advances in Consumer Research*. 21, 64–64 (1994).

24.

Holt, D.B.: How Consumers Consume: A Typology of Consumption. *Journal of Consumer Research*. 22, 1–16 (1995).

25.

Holt, D.B.: 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)*. 32, 487–494 (1995).

26.

Holt, D.B.: How Do Ads Mean? New Directions in Cultural Advertising Research. *Advances in Consumer Research*. 24, 98–100 (1997).

27.

Holt, D.B.: Social Class and Consumption: Challenging Postmodern Images. *Advances in Consumer Research*. 25, 219–220 (1998).

28.

Holt, D.B.: Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. *Journal of Consumer Research*. 29, 70–90 (2002).

29.

Holt, D.B.: What Becomes an Icon Most? Harvard Business Review. 81, 43–49 (2003).

30.

Holt, D.B., Thompson, C.J.: Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption. Journal of Consumer Research. 31, 425–440 (2004).

31.

Holt, D.B., Quelch, J.A., Taylor, E.L.: How Global Brands Compete. Harvard Business Review. 82, 68–75 (2004).

32.

O'Reilly, D.: Cultural Brands/ Branding Cultures. Journal of Marketing Management. 21, 573–588 (2005).

33.

Thompson, C.J.: Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle. Journal of Consumer Research. 22, 388–407 (1996).

34.

Thompson, C.J.: Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories. Journal of Marketing Research (JMR). 34, 438–455 (1997).

35.

Thompson, C.J.: Beyond Brand Image: Analyzing the Culture of Brands. Advances in Consumer Research. 31, 98–100 (2004).

36.

Thompson, C.J.: Marketplace Mythology and Discourses of Power. Journal of Consumer Research. 31, 162–180 (2004).

37.

Thompson, C.J.: Theorizing the Socio-historical and Ideological Influences on the Production of Commercial Culture. (2008).

38.

Thompson, C.J.: The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization. Journal of Consumer Research. 31, 631-642 (2004).

39.

Thompson, C.J., Holt, D.B.: 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. 24, 22-23 (1997).

40.

Thompson, C.J., Tambyah, S.K.: Rethinking Theories of 'Consumer Culture' Through Postmodern Analyses of Consumption and the Production of Hybrid Cultural Forms. Advances in Consumer Research. 25, 58-59 (1998).

41.

Simmel, G.: Moten. Sosiologi i dag. (1990).