# Literature TEAE15 KTR1 and PRA1

The main course book will be:

Keller, K.L., Apéria, T. and Georgson, M. (2012). Strategic Brand Management - A European Perspective. Pearson Education. This version is available online through www.bibl.liu.se.

The previous edition, as well as Keller, K.L. (2013), works, but all page references for e.g. the test will relate to Keller *et al*. (2012). You will not be given any assistance to identify corresponding pages.

In addition to the book, there will be a few articles relating to brand management in relation to social media and communication. These will be announced later but all of them will be available through www.bibl.liu.se.​