

Reading list for Design, Application and Communication, TNGD43, 2026

Books

Sundström, Malin , (2024) *Strategisk marknadsföring: Navigera med framgång*. Upplaga 1 Lund : Studentlitteratur
ISBN: 9789144179346

Wheeler, Alina , (2018) *Designing Brand Identity, An Essential Guide for the Whole Branding Team* Upplaga 5 Hoboken, NJ: Wiley
ISBN: 9781119375418

Other

To be decided