

Reading list for Market Communicative Design Project, TNGD45, 2024

Books

A. Wheeler, (2018) *Designing Brand Identity* Fifth edition Wiley

K. Burtenshaw, N. Mahone & C. Barfoot. , (2006/2011) *The fundamentals of Creative Advertising* AVA Publishing

Keller, Kevin Lane, Swaminathan, Vanitha, (2020) *Strategic brand management : building, measuring, and managing brand equity*. Fifth edition, Global edition
Harlow : Pearson, 2020
ISBN: 9781292314969, 1292314966