

Reading list for Design, Application and Communication, TNGD49, 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

Articles

van den Bosch, Annette L.M., de Jong, Menno D.T., Elving, Wim J.L., "How corporate visual identity supports reputation" *Corporate Communications: An International Journal*, Sidorna 108–116