

## **Brands: Interdisciplinary Perspectives**

Jonathan E. Schroeder, editor

New York: Routledge, 2014

*D R A F T*

Branding has emerged as a cornerstone of marketing practice and corporate strategy. This book brings together a curated selection of the most influential and thought-provoking papers on brands and branding from *Consumption Markets and Culture*, reflecting the wide-ranging, interdisciplinary interest in the topic, accompanied by new introductions from leading brand scholars, including Giana Eckhardt, John F. Sherry, Jr., Sydney Levy, and Morris Holbrook.

## Table of Contents

- 1 Introduction  
Jonathan E. Schroeder

### **Cultural Perspectives**

- 2 Brand culture and branded workers: service work and aesthetic labour in fashion retail  
Lynne Pettinger
- 3 Packaging as vehicle for mythologizing the brand  
Maria Kniazeva and Russell W. Belk
- 4 Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town  
Lisa Peñaloza
- 5 Commentary: The cultural approach to branding  
Giana M. Eckhardt

### **Corporate Perspectives**

- 6 Transnational organization and symbolic production: Creating and managing a global brand  
John Amis and Michael L. Silk
- 7 Retail stores as brands: performances, theatre and space  
Alfons van Marrewijk and Maaïke Broos
- 8 Learning to say g'day to the world: The development of Australia's marketable image in the 1980s  
Robert Crawford
- 9 The technology of branding  
Sidney J. Levy

## **Consumer Perspectives**

- 10 Consumer–brand assemblages in advertising: an analysis of skin, identity, and tattoos in ads

Sofie Møller Bjerrisgaard, Dannie Kjeldgaard and Anders Bengtsson

- 11 Consumer multiculturalization: consequences of multi-cultural identification for brand knowledge

Eva Kipnis, Amanda J. Broderick and Catherine Demangeot

- 12 The role of commodified celebrities in children’s moral development: The case of David Beckham

Patricia Gayá Wicks, Agnes Nairn and Christine Griffin

- 13 Limits of the McDonaldization thesis: eBayization and ascendant trends in post-industrial consumer culture

Aaron Ahuvia and Elif Izberk-Bilgin

- 14 Commentary: The consumer perspective in branding

Morris B. Holbrook

## **Critical Perspectives**

- 15 Aesthetics awry: The Painter of Light™ and the commodification of artistic values

Jonathan E. Schroeder

- 16 Consuming the “world”: reflexivity, aesthetics, and authenticity at Disney World’s EPCOT Center

H. Rika Houston and Laurie A. Meamber

- 17 Consuming caffeine: The discourse of Starbucks and coffee

Charlene Elliott

- 18 A compr(om)ising commodities in consumer culture: Fetishism, aesthetics and authenticity

John F. Sherry, Jr.

## ABOUT THE CONTRIBUTORS

**Aaron Ahuvia** is Professor of Marketing at University of Michigan-Dearborn, USA

**John Amis** is Associate Professor of Management at University of Memphis, USA

**Russell Belk** is the Kraft Foods Canada Chair in Marketing at Schulich School of Business, York University, Canada

**Anders Bengtsson** is CEO of Protobrand Consulting, Boston, USA

**Amanda Broderick** is Dean of Salford Business School, UK

**Maike Broos** is a Filmmaker at Broosdoc, Amsterdam, The Netherlands

**Robert Crawford** is Associate Professor and Head of the School of Communication at University of Technology Sydney, Australia

**Catherine Demangeot** is Senior Lecturer in Marketing at University of Strathclyde, UK

**Giana Eckhardt** is Professor of Marketing at Royal Holloway, University of London, UK

**Charlene Elliott** is Associate Professor of Communication Studies and Canada Research Chair at University of Calgary, Canada

**Patricia Gayá Wicks** is Senior Lecturer in Management at University of Bristol, UK

**Christine Griffin** is Professor of Social Psychology at University of Bath, UK

**Morris B. Holbrook** is the William T. Dillard Professor Emeritus of Business at Columbia University, USA

**Rika Houston** is Professor of Marketing at California State University, Los Angeles, USA

**Elif Izberk-Bilgin** is Associate Professor of Marketing at University of Michigan-Dearborn, USA

**Eva Kipnis** is Senior Lecturer in Marketing and Advertising at Coventry University, UK

**Dannie Kjeldgaard** is Professor of Consumer Culture at Southern Denmark University, Denmark

**Maria Kniazeva** is Associate Professor of Marketing at University of San Diego, USA

**Sidney J. Levy** is the Coca Cola Distinguished Professor of Marketing at University of Arizona, USA

**Alfons van Marrewijk** is Professor of Business Anthropology at VU University Amsterdam, The Netherlands

**Laurie Meamber** is Associate Professor of Marketing at George Mason University, USA

**Sofie Møller Bjerrisgaard** is Head of Partner Relations at Business Kolding, Denmark

**Agnes Nairn** is Professor of Marketing at EM-Lyon Business School, France

**Lisa Peñaloza** is Professor of Marketing at Kedge Business School, Bordeaux, France

**Lynne Pettinger** is Assistant Professor of Sociology at University of Warwick, UK

**Jonathan Schroeder** is the William A. Kern Professor of Communications at Rochester Institute of Technology, USA

**John F. Sherry, Jr.** is the Raymond W. & Kenneth G. Herrick Professor of Marketing at University of Notre Dame, USA

**Michael Silk** is Reader in Education at University of Bath, UK

## Introduction

Jonathan E. Schroeder

This book brings together a curated selection of papers on brands and branding published in the innovative, interdisciplinary journal *Consumption Markets and Culture*, together with four new chapters by leading thinkers in brand research. The goal is to provide an overview of important developments branding and brand research over the past fifteen years, as well as a close look at creative thinking about brands and their role in consumption, markets and culture. With contributions from marketing academics, consumer researchers, management scholars, sociologists, branding consultants, anthropologists, and a filmmaker, the book reflects the wide-ranging interest in branding.

Branding has grown tremendously in the past decade. Branding has emerged as a cornerstone of marketing practice and corporate strategy. In addition, researchers in sociology, geography, anthropology, history, marketing, management, organization, and even literature have embraced branding as a key imperative of our era, and are eager for ideas and insights. Whereas there are a growing number of handbooks, companions, and encyclopedias of branding, this book provides a diverse look at branding processes and practices from four distinctive perspectives: cultural, corporate, critical and consumer, in ways that expand the ways that brands can be thought about and managed. *Brands: Interdisciplinary Perspectives* offers a significant contribution by organizing brand research into the four perspectives – cultural, corporate, consumer, and critical – in one volume. As far as I know, this is the first use of such a typology, which should prove useful for organizing the burgeoning literature on branding, and spurring creative insights into brands.

### Overview of the book

This collection takes advantage of the enormous interest in brands and branding, and capitalizes on *Consumption Markets and Culture's* rich trove of interdisciplinary research insights. The individual chapters were chosen to highlight the complexities of contemporary branding, as well as to introduce the four perspectives on brands. The authors hail from the US, Canada, the UK, Denmark, Finland, France, the Netherlands, and Australia.

This book offers the reader a topical introduction to research and thinking on branding from diverse perspectives. The chapters deal with leading consumer brands such as Disney, eBay, Guinness, McDonalds, Nike, and Starbucks, as well as key branding topics such as celebrity branding, corporate branding, place branding, and retail branding. This collection should be of interest to scholars, MBA students, and researchers in branding, marketing, consumer research, communication, sociology, anthropology, management studies, and media

studies, as well as brand managers and anyone interested in the role brands play in our lives and in culture. It might also serve as a supplemental introductory branding text for courses in branding, brand management, and consumer behavior.

The book is divided into four parts – cultural perspectives, corporate perspectives, consumer perspectives, and critical perspectives – each representing a different perspective on branding. Part one showcases four chapters that look at brands from a cultural approach, that is, they consider brands part of culture, rather than primarily a management tool. Part two presents four chapters that start with a traditional corporate approach, informed by cultural issues. The third part focuses on brands from a consumer perspective, foregrounding consumers' experiences and relationships with brands. The final part provides an important critical perspective, revealing how brands function as ethical, ideological and political objects, beyond their strategic roles. This part does is not merely critical for critique's sake – rather it demonstrates that a critical perspective on brands remains essential for understanding brands' powerful roles in consumer's lives and cultural discourse.

Each part includes a new chapter written by an expert in the area that reviews the section's chapters, and places them into a wider context. These chapters provide useful commentaries with revealing connections and insights to the four brand perspectives. For an overview of the cultural branding approach, and probing critical reflection of the cultural oriented chapters, we turn to Giana Eckhardt, Professor of Marketing at Royal Holloway, University of London. Eckhardt is a leading scholar within the cultural approach to branding, with particular expertise in global branding and ethical consumption (Devinney, Auger and Eckhardt 2010). Her work on Asian and Chinese brands has made substantial contributions to the branding literature (e.g., Cayla and Eckhardt 2008; Eckhardt and Bengtsson 2010; Eckhardt, Dholakia and Varman 2013). She brings significant international experience to her role as commentator, as she places the cultural perspective chapters into the context of the flourishing literature of consumer culture theory, within which her work plays important roles. In closing, she offers trenchant thoughts on the future of branding.

Sidney Levy focuses on the three chapters that represent the corporate perspective on brands. Levy, Coca Cola Distinguished Professor of Marketing at University of Arizona, and Professor Emeritus of Marketing and Behavioral Sciences at Northwestern University's Kellogg School of Management, produced many of the foundational articles on branding, including the classic "The Product and the Brand" with Gardner, from 1955, and the brilliant "Symbols for Sale" from 1959 – which is one of the most read and cited papers to appear in *Harvard Business Review*. Sixty-odd years into his research career, he continues to make contributions to the field (e.g., Levy 1999, 2003, 2014), and he remains a cherished mentor for many scholars around the world. He brings a wealth of wisdom to his commentary on corporate brands, and his perceptive insights help us understand the corporate perspective via his distinctive approach to the "technology of branding." We are truly fortunate to benefit from his vast experience – he has been thinking profoundly about brands for a long time.

Morris Holbrook is a legend within consumer research. His prolific output mapped much of the contemporary intellectual landscape of marketing and consumer behavior scholarship. Among his many, many scholarly contributions include a number of classic papers on branding, (e.g., Berthon, Holbrook and Pitt 2007; Chaudhuri and Holbrook 2001), as well as foundational work that helped prepare the groundwork for the consumer perspective, shifting attention away from producers and toward consumers as objects of interest for brand researchers (e.g., Holbrook 1987). After a long, illustrious, and productive career at Columbia Business School, Holbrook recently retired, but remains active, as his wonderful, winsome, and witty commentary on the consumer perspective chapters attests.

Anthropologist John F. Sherry, Jr. has produced an interdisciplinary body of work at the center of contemporary consumption studies. He has successfully managed two worlds – the corridors of academic research and realms of practical consulting. In addition, he has made substantial contributions to both anthropology and marketing – indeed he holds concurrent appointments as Professor of Anthropology and the Raymond W. & Kenneth G. Herrick Professor of Marketing at University of Notre Dame. He has been a pioneer in bringing anthropological insight into consumer research. Among his many publications, his work on service branding (Sherry 1998; Kozinets, Sherry, DeBerry-Spence, Duhachek, Nuttavuthisit and Storm 2002), brand meaning (e.g., Sherry 2005), and brand strategy (Brown, Sherry and Kozinets 2003) are particularly noteworthy in the branding context. His eloquent assessment of the critical chapters highlights his intellectual vision, and provides rich insights into how multiple perspectives illuminate brands and branding.

## Brand Research: Four Perspectives

Brands and branding occupy key roles in marketing, management, and strategy. Furthermore, Branding, referring to the process of bringing attention to a product, company,



concept, person, or cause, has become an everyday term. The American Marketing Association defines brands as a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” However, brands and branding are not just managerial tools or marketing concepts, they represent a contested cultural, managerial, and scholarly arena. Understanding brands and branding implies an awareness of basic cultural processes that affect contemporary brands, including historical context, ethical concerns, consumer response, and regulation.

Recent research on brands and branding has opened up to encompass cultural, sociological, and theoretical analysis that both complements and complicates corporate, economic, and managerial approaches. Brands can be seen to have representational and rhetorical power both as valuable cultural artifacts and as engaging and deceptive bearers of meaning and value, reflecting broad societal, cultural, and ideological codes. From a cultural perspective, brands are not only mediators of cultural meaning; brands themselves have become ideological referents that shape cultural rituals, economic activities and social norms. For example, strong brands develop normative ideals for the way people talk, think, and behave – their goals, thoughts, and desires. Brands may pre-empt cultural spheres of religion, politics and myth, as they generally promote an ideology linked to economic, political and theological models that equate consumption with happiness (Schroeder 2009).

Research and thinking about brands and branding can be divided into four perspectives: corporate perspectives, consumer perspectives, cultural perspectives, and critical perspectives. These four perspectives demonstrate the growing interdisciplinary interest in brands, and how brand research sheds light on basic issues of consumer agency, consumer behavior, and consumer culture. They also signal a move away from a focus on the consumer-brand dyad, toward broader social cultural, and theoretical concerns. Studies that extend brand research into cultural and historical realms may provide an essential bridge between our understanding of, on the one hand, value residing within the product or producer intention, or on the other, value created by individual consumers or brand communities.

Central issues in contemporary research in brands and branding include: 1) conceptual and ideological tensions between corporate brand management and research into brand culture, 2) theoretical issues of brands from interdisciplinary perspectives, 3) brands in transition economies such as China, India, and post-Soviet Russia, and 4) debates over consumer agency, co-creation, and consumer exploitation within global brand culture. Greater awareness of the associations between the traditions and conventions of culture and the production and consumption of brands helps to position and understand branding as a global representational system.

## The Cultural Perspective

The cultural perspective considers brands part of culture, rather than primarily a management tool. A cultural perspective reveals how branding has opened up to include cultural, sociological, and theoretical inquiry that both complements and complicates economic and managerial analysis of branding. In addition, cultural research on branding values historical perspectives, often missing from managerial research (e.g., Bently, Davis, and Ginsburg 2008; Manning 2010; Moore and Ried 2008). An emphasis on culture forms part of a larger movement within the brand research canon, reinforcing a basic premise that culture and history can provide necessary context to corporate perspectives of branding's interaction with consumers and society. A key aspect of contemporary thinking from this perspective revolves around co-creation processes, and how brands interact with labor (e.g., Carah 2013; Sullivan, Gosling, and Schroeder 2013); thus overlapping with critical approaches.

Brand research from a cultural perspective occupies the theoretical space between strategic concepts of brand identity and consumer interpretations of brand image, shedding light on the gap often seen between the corporate and consumer perspectives. The cultural perspective emphasizes brand heritage, history, and legacy and how these create associations, meaning, and value. Brand culture focuses on how brands share stories, build community, and solve problems. As cultural forms, brands evolve in accordance with changes in the historical, geographical, and social context (e.g., Aspara, Aula, Tienari and Tikkanen 2014; Cayla and Eckhardt 2008). From this perspective, cultural, ideological and political environments influence the process of building brands, brand meaning, and brand value. Along these lines, brand culture has been defined as “the cultural codes of brands – history, images, myths, art, theatre – that influence brand meaning and value in the marketplace.” (Schroeder 2009, p. 124). Brands, understood as cultural forms, reflect people's ideologies, their lifestyles, and their cultural values.

## The Corporate Perspective

The corporate perspective represents the majority of branding research and thinking. Many of the world's biggest companies and highly rated brands, such as Apple, Disney, Google, and McDonalds, are seen as corporate brands rather than corporate entities, each valued more for their intangible brand attributes than for any other assets. These brands are an increasingly important, powerful, and visible part of culture. Within the corporate perspective, models of brand equity, brand identity, and brand image are central to understanding issues such as brand DNA, brand essence, and brand valuation. Brand value remains a core concern for the corporate perspective (e.g., Foster 2013; Madden, Fehle, and Fournier 2006). Also, one can speak of a brand culture within a corporation; referring to how closely the organization aligns with brand values, so-called “living the brand.”

Basic branding strategy generally implies that branding decisions work together with a number of other branding elements, including the brand's essence, the brand personality and positioning, and the brand's execution, which may include advertising, promotion and social media. From a corporate perspective, branding is largely about communicating a message interpreted in line with the brand owner's intention. Within the corporate perspective, global branding marks an increasingly important topic. Although branding experts often agree on which features make a brand global – the use of same name worldwide and similar positioning strategies and marketing mixes in target markets – there exist some disagreements about the limits to which a brand must go before it can be christened “global.” Some maintain that absolute, undiluted standardization of brand strategy and marketing mix is essential.

“Brand identity” refers to the strategic intention of the brand – what the brand manager imagines brand to be. Brand identity contributes to models of brand equity, strategic brand management, brand leadership, and living the brand programs (e.g., Hatch and Schultz 2008). “Brand image” concerns the image of the brand in the minds of the customer, and in the marketplace. Brand image forms the basis for understanding advertising, brand community, and market segmentation models. “Brand equity” refers to the value of the brand, generally considered a function of the awareness of the brand and the positive attitudes, beliefs and feelings about the brand. Counterfeiting and intellectual property issues remain significant concerns within the corporate perspective.

### The Consumer Perspective

Consumer research has shown that brands are interpreted in multiple ways, prompting an important and illuminating reconsideration of how branding works. The consumer perspective has shifted attention from corporate perspectives toward a consumer perspective to understand the roles of brands and branding in the everyday lives of consumers, and the roles brands play in consumer culture (see, e.g., Schroeder 2009). Consumers are seen to construct and perform identities and self-concepts, trying out new roles and creating their identity within and in collaboration with brand culture. From a consumer perspective, brands can be understood as communicative objects. Cultural codes, ideological discourse, consumers' background knowledge, and rhetorical processes have been cited as influences in branding and consumers' relationships to brands.

Key concepts within the consumer perspective include brand relationships, brand community, and brand tribes. Brand relationships encompass how consumers form relationships and attachments to brands, fostered by strategic brand communication, and negotiated by consumers (e.g., Fournier 1998; Kornberger 2010; Luedicke, Thompson and Giesler 2010; Pongsakornrungsilp and Schroeder 2011). Brand communities and brand tribes refer to groups of followers of a brand, who often get together, online or in person, to celebrate their favored brand. Brand communities are marked by shared ideals about the brand,

brand routines and rituals, and a sense of obligation to the brand (Muñiz and O’Guinn 2001; Schau, Muñiz and Arnould 2009).

Global branding and the consumer perspective often overlap. From the consumer perspective, a global brand is one interpreted by brand actors worldwide, including employees, consumers, and the media. In other words, the global status of brands is constituted by worldwide recognition, sales or brand awareness. Accordingly, global branding refers to brand discourses on a global scale. These discourses include advertisements, brand communities, fan blogs, investment analyses, media commentaries, official brand websites, and trade fairs (Zhiyan, Borgerson and Schroeder 2013).

### The Critical Perspective

Critical perspectives on brands provide an important, reflective point of view, revealing how brands function as ethical, ideological and political objects, beyond their strategic roles. This perspective is not merely critical for critique’s sake – a critical perspective on brands remains essential for understanding brands’ powerful roles in consumer’s lives and cultural discourse (e.g., Aronczyk and Powers 2010; Arvidsson 2006; Moor 2007).

Key critical concepts include aesthetic labor, double exploitation and working consumers, and globalization. Aesthetic labor involves how consumers co-create brand meaning and value through owning, displaying, discussing, and promoting brands (Zwick, Bonsu, and Darmody 2008). Further, consumers produce much labor reviewing brands, often via online platforms, such as Amazon, Facebook, TripAdvisor, Twitter, and Yelp!. This labor has led to concerns over “double exploitation” of workers, in that first their labor is exploited for pay, and then their aesthetic labor is exploited for free, turning them into “working consumers.” From this perspective, if brands are co-created by consumers and companies, then consumers ought to benefit economically from the value they help create for brands (Cova and Dallli 2009).

A common criticism of brands and branding focuses upon globalization and its homogenizing effects on local and indigenous economies and markets. Global brands often represent imperial desires, from a critical perspective, colonizing weaker, local brands without global budgets or brand strategists, leading to a global brand landscape in which Western brands dominate (e.g. Foster 2008). In addition, the rise of super brands like Amazon, Facebook, and Google may lead to less consumer choice. Conspicuous consumption of brands, including luxury brands, may lead to consumer discontent by social inequality more visible in daily life, particularly for young consumers. Another line of criticism concerns the expansion of brands and a branding logic into a wide range of institutions, including hospitals, nations, politics, and personal lives. Social media tends to encourage branding in one’s own online life, via Facebook, Twitter and many other platforms. Brand relationships and brand communities have been criticized as fostering relationships with corporate, for profit entities, as well as celebrity brands,

rather than with friends and family, promoting online brand communities over local communities.

## Conclusion

These interdisciplinary perspectives encompass how brands articulate, embody, and embrace cultural contradictions and existential tensions (Holt and Cameron 2010). Furthermore, as can be seen in Western brands' impact on global culture, global branding practices influence local culture. A thorough analysis of brands derives not only from networks of users, producers, and other brand builders, but also from local and global events, such as definitive events in a nations' history, consumer boycotts, and anti-globalization movements.

This collection reveals how brands, brand meanings, and brand values can be understood as cultural, consumer, corporate and critical objects. Together, the chapters offer a perceptive map for future thinking about brands. Everyone who is interested in brands is encouraged to develop multiple perspectives in order to understand brands as a fundamental aspect of contemporary consumer culture and corporate strategy. Crucial concerns for future work on brands and branding include the growth of social media and digital culture, co-creation of brands, brand measurement and value, brands in emerging economies, and the psychological, interpersonal, and cultural effects of consumer's relationships with brands.

## References

- Aronczyk, Melissa and Devon Powers, eds. 2010. *Blowing Up the Brand: Critical Perspectives on Promotional Culture*. New York: Peter Lang.
- Arvidsson, Adam. 2006. *Brands: Meaning and Value in Media Culture*. London: Routledge.
- Aspara, Jaakko, Hanna-Mari Aula, Janne Tienari, and Henriikki Tikkanen. 2014. "Struggles in Organizational Attempts to Adopt New Branding Logics: the Case of a Marketizing University." *Consumption Markets & Culture* online first.
- Bently, Lionel, Jennifer Davis, and Jane C. Ginsburg, eds. 2008. *Trade Marks and Brands: An Interdisciplinary Critique*. Cambridge: Cambridge University Press.
- Berthon, Pierre, Morris B. Holbrook, James M. Hulbert, and Leyland F. Pitt. 2007. "Viewing Brands in Multiple Dimensions." *MIT Sloan Management Review* 48 (2): 37-43.
- Brown, Stephen, Robert Kozinets, and John F. Sherry, Jr. 2003. "Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning." *Journal of Marketing* 67 (3): 19-33.
- Chaudhuri, Arjun and Morris B. Holbrook. 2001. "The Chain of Effects From Brand Trust and Brand Affect To Brand Performance: The Role of Brand Loyalty." *Journal of Marketing*, 65: 81-93.

- Carah, Nicholas 2013. "Brand Value: How Affective Labour helps Create Brands," *Consumption Markets & Culture* in press.
- Cayla, Julien and Giana M. Eckhardt. 2008. "Asian Brands and the Shaping of a Transnational Imagined Community." *Journal of Consumer Research* 35: 216-230.
- Cova, Bernard and Daniele Dalli. 2009. "Working Consumers: The Next Step in Marketing Theory?" *Marketing Theory* 9 (3): 315–339.
- Devinney, Timothy, Pat Auger, and Giana M. Eckhardt. 2010. *The Myth of the Ethical Consumer*. Cambridge: Cambridge University Press.
- Eckhardt, Giana M. and Anders Bengtsson. 2010. "A Brief History of Branding in China." *Journal of Macromarketing* 30 (3): 210-221.
- Eckhardt, Giana M., Nikhilesh Dholakia, and Rohit Varman. 2013. "Ideology for the 10 Billion: Introduction to Globalization of Marketing Ideology." *Journal of Macromarketing* 33 (1): 7-12.
- Foster, Robert J. 2008. *Coca-Globalization: Following Soft Drinks from New York to New Guinea*. New York: Palgrave Macmillan.
- Foster, Robert J. 2013. "Things to do with Brands: Creating and Calculating Value." *HAU: Journal of Ethnographic Theory*. 3 (1): 44-65.
- Fournier, Susan. 1998. "Consumers and their Brands: Developing Relationship Theory in Consumer Research." *Journal of Consumer Research* 24 (March): 343-373.
- Gardner, Burleigh B. and Sidney J. Levy 1955. "The Product and the Brand." *Harvard Business Review* 33 (March-April): 33-99.
- Hatch, Mary Jo and Majken Schultz. 2008. *Taking Brand Initiative: How Companies Can Align Strategy, Culture, and Identity Through Corporate Branding*. San Francisco: Jossey-Bass.
- Holbrook, Morris B. 1987. "What Is Consumer Research?" *Journal of Consumer Research* 14: 128-132.
- Holt, Douglas and Douglas Cameron. 2010. *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*. Oxford: Oxford University Press.
- Kornberger, Martin. 2010. *Brand Society: How Brands Transform Management and Lifestyle*. Cambridge: Cambridge University Press.
- Kozinets, Robert V., John F. Sherry, Benet DeBerry-Spence, Adam Duhachek, Krittinee Nuttavuthisit, and Diana Storm. 2002. "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects." *Journal of Retailing* 78: 17-29.
- Levy, Sidney J. 1959. "Symbols for Sale." *Harvard Business Review* 37 (July-August): 117-124.
- Levy, Sidney J. 1999. *Brands, Consumers, Symbols and Research: Sidney J Levy on Marketing*. Compiled by Dennis W. Rook. Thousand Oaks, CA: Sage.
- Levy, Sidney J. 2003. "Roots of Marketing and Consumer Research at the University of Chicago." *Consumption Markets & Culture* 6 (2): 99-114.

- Levy, Sidney J. 2014. "Olio and Intègraphy as Method and the Consumption of Death." *Consumption Markets & Culture*. Forthcoming.
- Luedicke, Marius K., Craig J. Thompson, and Markus Giesler. 2010. 'Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand Mediated Moral Conflict.'" *Journal of Consumer Research* 36: 1016-1032.
- Madden, Thomas J., Frank Fehle, and Susan Fournier. 2006. "Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value Through Branding." *Journal of the Academy of Marketing Science* 34 (2): 224-235.
- Manning, Paul. 2010. "The Semiotics of Brand." *Annual Review of Anthropology* 39: 33-49.
- Moor, Liz. 2007. *The Rise of Brands*. Oxford: Berg.
- Moore, Karl and Susan Reid. 2008. "The Birth of the Brand: 4000 Years of Branding." *Business History* 50 (4): 419-432.
- Muñiz, Albert M., Jr. and Thomas C. O'Guinn. 2001. "Brand Community." *Journal of Consumer Research* 27 (4): 412-32.
- Parmentier, Marie-Agnès, Eileen Fischer, and A. Rebecca Reuber. 2012. "Positioning Person Brands in Established Organizational Fields." *Journal of the Academy of Marketing Science* 41 (3): 373-387.
- Pongsakornrunsilp, Siwarit and Jonathan E. Schroeder. 2011. "Understanding Value Co-creation in a Co-consuming Brand Community." *Marketing Theory* 11 (3): 303-324.
- Schau, Hope Jensen, Albert M. Muñiz, Jr., and Eric J. Arnould. 2009. "How Brand Community Practices Create Value." *Journal of Marketing* 73: 30-51.
- Schroeder, Jonathan E. 2009. "The Cultural Codes of Branding." *Marketing Theory* 9: 123-126.
- Schroeder, Jonathan, ed. 2013. *Conversations on Consumption*. London: Routledge.
- Schroeder, Jonathan E. and Miriam Salzer-Mörling, eds. 2006. *Brand Culture*. London: Routledge.
- Sherry, John F., Jr. 1998. "The Soul of the Company Store: Nike Town Chicago and the Emplaced Brandscape." In *Servicescapes: The Concept of Place in Contemporary Markets*. John F. Sherry, Jr., ed. Chicago: NTC Business Books, 109-150.
- Sherry, John F., Jr. 2005. "Brand Meaning." In *Kellogg on Branding*, Alice M. Tybout and Tim Calkins, eds. New York: John Wiley, 40-69.
- Sullivan, Katie, Jonathan Gosling, and Jonathan Schroeder. 2013. "On Being Branded." *Scandinavian Journal of Management* 29: 121-122.
- Zhiyan, Wu, Janet Borgerson, and Jonathan Schroeder. 2013. *From Chinese Brand Culture to Global Brands: Insights from Aesthetics, Fashion and History*. Basingstoke: Palgrave Macmillan.
- Zwick, Detlev, Samuel K. Bonsu and Aron Darmody. 2008. "Putting Consumers to Work: 'Co-Creation' and New Marketing Govern-mentality." *Journal of Consumer Culture* 8 (2): 163-196.