

REQUIRED READINGS

Aaker, David A. (2012): Win the Brand Relevance Battle and then Build Competitor Barriers, *California Management Review*, 54(2).

Abdelnour, Alex & Baker, Walter (2019): Pricing: Distributors' most powerful value-creation lever, *McKinsey Quarterly*, September 2019.

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Bergh, Chip (2018): The CEO of Levi Strauss on Leading an Iconic Brand Back to Growth, *Harvard Business Review*, July 2018.

Bertini, Marco & Koenigsberg, Oded (2020): Competing on Customer Outcomes, *MIT Sloan Management Review*, Fall 2020.

Bertini, Marco & Koenigsberg, Oded (2014): When Customers Help Set Prices, *MIT Sloan Management Review*, 55(4).

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Chan, Kevin & Jubas, Jay & Kordes, Berenika & Sueling, Melissa (2015): Understanding your options: Proven pricing strategies and how they work, , *McKinsey Quarterly*, March 2015.

Dawar, Niraj & Bagga, Charan K. (2015): A Better Way to Map a Brand Strategy, *Harvard Business Review*, June 2015.

Greyser, Stephen A. & Urde, Mats (2019): What Does Your Corporate Brand Stand For? , *Harvard Business Review*, January 2019.

Holt, Douglas (2016): Branding in the Age of Social Media, *Harvard Business Review*, March 2016.

Iglesias, Oriol & Ind, Nicholas & Schultz, Majken (2020): History matters: The role of history in corporate brand strategy, *Business Horizons*, January 2020.

Israeli, Ayelet & Zelek, Eugene F. Jr. (2020): Pricing Policies That Protect Your Brand, *Harvard Business Review*, March-April 2020.

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Luo, Xueming & Wiles, Michael & Raithel, Sascha (2013): Make the Most of a Polarizing Brand, *Harvard Business Review*, November 2013.

Martin, Roger L. (2019): Pricing Needs to Reflect Who People Want to Be, Not Just What They Want, *Harvard Business Review*, January 2019.

Mohammed, Rafi (2018): The Good-Better-Best Approach to Pricing, *Harvard Business Review*, September 2018.

Ofek, Elie & Schwalb, Nathaniel (2018): The Brand Management of Places, *Harvard Business School Technical Note*, October 2018.

Ritson, Mark (2009): Should You Launch a Fighter Brand, *Harvard Business Review*, October 2009.

Rodriguez Vila, Omar & Bharadwaj, Sundar (2017): Competing on Social Purpose, *Harvard Business Review*, September 2017.

Simester, Duncan (2016): Why Great New Products Fail, *MIT Sloan Management Review*, 53(3).

Suarez, Fernando F. & Grodal, Stine (2015): Mastering the ‘Name Your Product Category’ Game, *MIT Sloan Management Review*, 56(2).

Walker, Russell & Merkley, Greg (2017): Chipotle Mexican Grill: Food with Integrity, *Kellogg School of Management*, January 2017.

RECOMMENDED ADDITIONAL READINGS

Achille, Antonio & Marchessou, Sophie & Remy, Nathalie (2018): Luxury in the age of digital Darwinism, *McKinsey & Co.*

Alber, Laura (2014): The CEO of Williams-Sonoma on Blending Instinct with Analysis, *Harvard Business Review*, September 2014.

Atsmon, Yuval & Kuentz, Jean-Frederic & Seong, Jeongmin (2012): Building Brands in Emerging Markets, *McKinsey Quarterly*, September 2012.

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Pinault, François-Henri (2014): Kering’s CEO on Finding the Elusive Formula for Growing Acquired Brands, *Harvard Business Review*, March 2014.

Pitt, Christine S. & Botha, Elsamari & Ferreira, Joao & Kietzmann, Jan H. (2018): Employee Brand Engagement on Social Media: Managing Optimism and Commonality, *Business Horizons*, May 2018.

Reiss, Dani (2019): The CEO of Canada Goose on Creating a Homegrown Luxury Brand, *Harvard Business Review*, September 2019.

Thomke, Stefan & Reinertsen, Donald (2012): Six Myths Of Product Development, *Harvard Business Review*, May 2012.

Weber, Jon & Randall, Chris (2018): For Better Retail Promotions, Ask These Questions, *Harvard Business Review*, November 2018.

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