



ACADEMIA DE STUDII ECONOMICE BUCUREȘTI
BIBLIOTECA CENTRALĂ ASE
BIROUL DE REFERINȚE
Str. Căderea Bastiliei, et. II, cam. 0202,
Tel. 402-319.19.00/166
www.biblioteca.ase.ro/servicii/referinte

ELABORAREA POLITICII DE MARCĂ

- BIBLIOGRAFIE -

1. **Aaker, David A.** *Managementul capitalului unui brand: cum sa valorificam numele unui brand.* Bucuresti: Brandbuilders, 2005, 125572, Depozit;
2. **Bacanu, Ion.** *Firma si emblema comerciala.* Bucuresti: Lumina Lex, 1998, 346.048 8 BAC, Sala Moxa;
3. **Balaure, Virgil, coord. Popescu, Ioana Cecilia.** *Tehnici promotionale: probleme, analize, studii de caz.* Bucuresti: Uranus, 1999, 658.82 THE, Sala Paul Bran;
4. **Bodoasca, Teodor. Fatu, Luciana.** *Dreptul proprietatii intelectuale.* Bucuresti: Editura C.H. Beck, 2006, 346.048 BOD, Sala Victor Slavescu;
5. **Breakenridge, Deirdre.** *Cyberbranding: brand building in the digital economy.* Englewood Cliffs: Prentice Hall, 2001, 658.827 BRE, Sala Paul Bran;
6. **Bretcu, Angela.** *Asigurarea succesului marcii - metode cu costuri reduse.* In: **Tribuna economica**, v. 16, nr. 10, 2005, p. 49-50, PI3810, Sala de Periodice;
7. **Bretcu, Angela.** *Managementul marcii.* In: **Tribuna economica**, v. 16, nr. 18, 2005, p. 53-54, PI3810, Sala de Periodice;
8. **Bretcu, Angela.** *Strategii de marca: sa fii primul sau sa fii cel mai bun?* In: **Tribuna economica**, v. 16, nr. 9, 2005, p. 50-51, PI3810, Sala de Periodice;
9. **Chernatony, Leslie de; McDonald, Malcolm.** *Creating powerful brands in consumer, service and industrial markets.* Oxford: Butterworth-Heinemann, 2003, 658.827 CHE, Sala Paul Bran;
10. **Chevalier, Michel; Mazzalovo, Gerald.** *Pro Logo: brands as a factor of progress.* Anglia: Palgrave, 2004, 658.827 CHEp, Sala Paul Bran;
11. **Ciobota, Gheorghe.** *Strategii de integrare a ambalajului de prezentare in politica de marketing: teza de doctorat.* Bucuresti: A.S.E., 2001, 658.823 CIO, Sala Virgil Madgearu;
12. **Clow, Kenneth E.; Baack, Donald.** *Integrated advertising, promotion, and marketing communications.* Upper Saddle River: Pearson/Prentice Hall, 2007, 659 CLO, Sala Paul Bran;

13. **Cocos, Stefan.** *A, B, C-ul protectiei si valorificarii proprietatii industriale.* Bucuresti: Rosetti, 2004, 346.048 COCa, Sala Victor Slavescu;
14. **Constantin, Ion.** *Proprietatea intelectuala si succesul in afaceri.* Bucuresti: Rentrop & Straton, 1996, 346.048 CON, Sala Victor Slavescu;
15. **Decker, Charles L.** *Sa castigam in afaceri cu Procter & Gamble: 99 de principii si practici care au asigurat succesul companiei Procter & Gamble.* Bucuresti: Image, 1999, 108118, Depozit;
16. **Doyle, Peter; Stern, Phil.** *Marketing management and strategy.* New York: Financial Times, Prentice Hall, 2006, 658.8 DOY, Sala Paul Bran;
17. **Gregory, James R.** *The best of branding: best practices in corporate branding.* New York: McGraw-Hill, 2004, 658.827 GRE, Sala Paul Bran;
18. **Kotler, Philip; Trias de Bes, Fernando.** *Marketing lateral: noi tehnici pentru descoperirea ideilor de success.* Bucuresti: Codecs, 2003, 658.8 KOTml, Sala Paul Bran;
19. **Kotler, Philip.** *Marketing de la A la Z: 80 de concepte pe care trebuie sa le cunoasca orice manager.* Bucuresti: Codecs, 2004, 124685, Depozit;
20. **LePla, Joseph F.; Davis, Susan V.** *Brand driven: the route to integrated branding through great leadership.* London: Kogan Page, 2003, 658.827 LEP, Sala Paul Bran;
21. **Leulescu, Adina.** *Impactul drepturilor de proprietate intelectuale asupra fluxurilor comerciale si financiare internationale in contextul globalizarii: teza de doctorat.* Bucuresti: A.S.E., 2006, 126029, Sala Virgil Madgearu sau http://www.biblioteca.ase.ro/resurse/resurse_electronice/teza_capitole.php?dela=0&tid=692&criteriu=titlu&ordine=1&c=2&q=leulescu&cauta=Cauta ;
22. **Levine, Michael.** *A branded world: adventures in public relations and the creation of superbrands.* Hoboken: John Wiley & Sons, 2003, 658.827 LEV, Sala Paul Bran;
23. **Malaval, Philippe.** *Strategy and management of industrial brands: business to business product sand services.* Boston: Kluwer, 2004, 658.827 MAL, Sala Paul Bran;
24. **Marketing: Ghid propus de The Economist.** Bucuresti: Nemira, 1998, 658.803 MARg, Sala Paul Bran;
25. **Murphy, John M.** *Branding: a key marketing tool.* New York: McGraw-Hill, 1987, 658.827 MUR, Sala Paul Bran;
26. **Negrea, Lucian.** *333 de idei, reguli si tehnici pentru a cuceri piata.* Bucuresti: Rentrop & Straton, 1997, 650.1 NEG, Sala Paul Bran;
27. **Papuc, Mihai.** *Tehnici promotionale.* Bucuresti: Editura Universitara, 2004, 658.8 PAP, Sala Paul Bran;
28. **Ponorica, Andreea; Mihaiu, Victor Razvan.** *Marcile de comert - doar simple instrumente?* In: *Tribuna Economica*, v. 16, nr. 5, 2005, p. 54-55, PI3810, Sala de Periodice;

29. **Pringle, Hamish;Thompson, Marjorie.***Brand spirit: how cause related marketing builds brands.*Chichester: John Wiley & Sons, 2001, 658.827 PRI, Sala Paul Bran;
30. **Ries, Al; Ries, Laura.** *Cele 22 de legi imuabile ale brandingului.* Bucuresti:CURIER MARKETING, 2003, 658.827 RIE, Sala Paul Bran;
31. **Rancea, Anca.** *Cine are nevoie astazi de brand de companie.* In: **Biz**, nr. 117, 2006, p. 56-57, PI4086, Sala de Periodice;
32. **Rogojinaru, Adela, coord.** *Relatii publice si publicitate: tendinte si provocari.* Bucuresti: Tritonic, 2006, 659 ROGr,Sala Paul Bran;
33. **Russel, J. Thomas; Lane, W. Ronald.** *Manual de publicitate: Kleppner's advertising procedure.* Bucuresti: Teora, 2002, 659 RUS, Sala Paul Bran;
34. **Sarbu, Marian.** *Un brand solid - cheia succesului pe piata.* In: **Tribuna economica**, v. 16, nr. 30, 2005, p. 55-56, Sala de Periodice, cota PI3810;
35. **Schmitt, Bernd; Simonson, Alex.** *Estetica in marketing.* Bucuresti: Teora, 2002, 658.82 SCH, Sala Paul Bran;
36. **Stanciu, Ion; Olaru, Marieta.** *Bazele merceologiei.* Bucuresti Editura ASE, 1998, 658.401 3 STAb, Sala Paul Bran;
37. **Thomas, Michael J.** *Manual de marketing.* Bucuresti:Codecs, 1998, 658.8 THO,Sala Paul Bran;
38. **Trout, Jack.** *Trout despre strategie: cum sa cucerești piata si sa ocupi un loc in mintea consumatorului.* Bucuresti: Brandbuilders, 2005, 658.83 TRO, Sala Paul Bran;