

GRD201 : Consumerism

View Online



1.

Shirky, Clay. Here comes everybody: how change happens when people come together. Updated ed. London: Penguin; 2009.

2.

Jenkins, Henry. Convergence culture: where old and new media collide. New York: New York University Press; 2008.

3.

Leadbeater, Charles, Powell, Debbie. We-think. Updated ed. London: Profile; 2009.

4.

Olins, Wally. Wally Olins on brand. London: Thames & Hudson; 2003.

5.

O'Reilly, Terry Edward, Tennant, Mike. The age of persuasion: how marketing ate our culture. Berkeley, Calif: Counterpoint; 2009.

6.

Hart, Susannah, Murphy, John M., Interbrand (Firm). Brands: the new wealth creators. Basingstoke: Macmillan Business; 1998.

7.

Mau, Bruce, Leonard, Jennifer, Institute Without Boundaries. Massive change. London: Phaidon; 2004.

8.

Diezmann, Tanja, Gremmler, Tobias. Grids for the dynamic image.
Crans-pre

s-Ce

ligny: AVA Publishing; 2003.

9.

Austin, Tricia, Doust, Richard, Central Saint Martins College of Art and Design (London, England). New media design. London: Laurence King; 2007.

10.

Nava, Mica. Buy this book: studies in advertising and consumption. London: Routledge; 1997.