A Warm Welcome to the MA LBM Cohort 2017-18

Dear New MA in Luxury Brand Management Students,

Welcome to the Institute for Creative and Cultural Entrepreneurship, We are looking forward to meeting you during Induction Week, 25th – 29th of September 2017. A detailed scheduled will be posted on the ICCE website, New Students page, as soon as possible, but you can already count on meeting your programme convenors, Prof. Michael Hitchcock and Dr. Kelly Meng Parnwell, and your new colleagues on Wednesday 27th September, during a detailed induction session to your programme of studies between 2pm and 5pm (Richard Hoggart Building, Lecture Theatre 144).

On the next page you will find a brief list of resources and materials to help you prepare for your studies with us. The list of materials is not comprehensive - it is just an introduction using freely available resources. Once you join us in late September you will be given detailed reading lists and you will be able to access fully our resources as Goldsmiths’ registered students.

I am looking forward to meeting you all face to face in late September! Very best wishes,

Kelly

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MA Luxury Brand Management – Pre reading list

This reading list is not comprehensive, just an introduction. You will receive individual bibliographies, for each module, and we will indicate how they will work in the induction week. It is not intended that you should read all of these, just choose a few that interest you. The subject area we are dealing with is very large so we expect students to focus in on their particular interests and during the programme staff will make further suggestions.

Recommended Reading


Online Journal Resources

Some of these online journals will only be available when you are a registered student at Goldsmith’s and are able to log into our system. We would nonetheless recommend that you explore and familiarise yourself with the journals recommended below. Some of the Editor Issues are open access, from which you will be able to gain a general idea about the major issues occurring in the field, and the specialist focus of each journal.

Journal of Brand Management
Journal of Marketing Research
Some websites also provide a valuable resource to help you familiarise yourselves with current business trends and major issues in the luxury sectors.

https://www.luxurycouncil.com
https://www.drapersonline.com
https://www.entrepreneur.com/magazine
https://www.economist.com
https://www.ft.com
http://thefuturelaboratory.com/us/
https://www.bbc.co.uk/news/business
http://www.designcouncil.org.uk
http://adassoc.org.uk
https://www.retail-week.com
https://www.dandad.org
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http://www.patents.com
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