

Beloved brands - insight into the formation of meaningful experience

Riivits-Arkonsuo, Iivi; Leppiman, Anu 14th EBES Conference - Barcelona : program and abstract book : October 23-25, 2014, Barcelona, Spain 2014 / p. 8, 64

Cocreated brand value : theoretical model and propositions

Hollebeek, Linda Desiree; Clark, Moira K.; Hammedi, Wafa; **Arvola, Rene** Journal of Brand Management 2021 / p. 413-428
<https://doi.org/10.1057/s41262-021-00235-9> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Co-creation of intangible brand assets : an integrative S-D logicorganic view of brand-based conceptual framework

Saha, Victor; Venkatesh, Mani; Goyal, Praveen; **Hollebeek, Linda Desiree** Research Handbook on Brand Co-creation : Theory, Practice, and Ethical Implications 2022 / p. 80-89 <https://doi.org/10.4337/9781839105425>

Country branding and experience marketing : a perspective on sensemaking and cognition theories

Same, Siiri Journal of international scientific publications : economy & business 2012 / p. 286-303 : ill

Design management and branding for SMEs : experiences from the DesignSHIP project

Hack, Achim; **Prause, Gunnar Klaus**; Maknyte, Laima European integration and Baltic Sea region studies : university-business partnership through the Triple Helix Approach ; Vol. II 2012 / p. 129-148 : ill
https://www.researchgate.net/publication/316924339_Design_Management_and_Branding_for_SMEs_Experiences_from_the_DesignSHIP

Destination branding and constructing symbolic capital in world heritage sites

Michelson, Aleksandr Developing Tourism – Sustaining Regions : book of abstracts : The 21st Nordic Symposium in Tourism and Hospitality Research 2012 / p. 97

Elamusturundus : autentsete elamuste otsingud riigi brändimiseks [Elektrooniline publikatsioon]

Same, Siiri "Elamus turunduses, turundus elamuses" : 5 aastat elamusturundust Tallinna Tehnikaülikoolis : konverentsi ettekannete laiendatud abstraktide kogumik : 6. mai 2014 2014 / lk. 13

Enhancing brand equity through sublime experience: The mediating role of consumers' branded content engagement

Waqas, Muhammad; Wajid, Nauman; Khan, Muhammad Ali; **Hollebeek, Linda Desiree**; Urbonavicius, Sigita Journal of Consumer Behaviour 2025 / 17 p <https://doi.org/10.1002/cb.70002>

Experience marketing in country branding : theoretical developments and an Estonian case study

Same, Siiri Research in economics and business : Central and Eastern Europe 2014 / p. 65-88 : ill

"Hea tegu liikluses tasub ära" kampaania saamisluhu [Elektrooniline publikatsioon]

Kalda, Liisel "Elamus turunduses, turundus elamuses" : 5 aastat elamusturundust Tallinna Tehnikaülikoolis : konverentsi ettekannete laiendatud abstraktide kogumik : 6. mai 2014 2014 / lk. 9

Kuidas turundusuuringu magistrikursusest sai sisukas sisend ülikooli turundusele

Riivits-Arkonsuo, Iivi Menet et Manu 2024 / lk. 44-45 : fot https://www.ester.ee/record=b1242496*est

Marketing and branding strategy for the South Baltic Sea Region : reinforcing regional innovation in SMEs through cross-border collaboration models in the age of transformation

Gerlitz, Laima; **Meyer, Christopher; Prause, Gunnar Klaus** Entrepreneurship and sustainability issues 2021 / p. 467-487
[https://doi.org/10.9770/jesi.2021.8.4\(28\)](https://doi.org/10.9770/jesi.2021.8.4(28))

When "branding" meets "building:" the consequences of nation branding on identity in Kyrgyzstan and Estonia

Polese, Abel; Sheranova, Arzu Journal of baltic studies 2023 / 23 p <https://doi.org/10.1080/01629778.2023.2271889>

Visitors' destination brand engagement's effect on co-creation : an empirical study

Rather, Raouf Ahmad; **Hollebeek, Linda Desiree**; Smith, Dale L.G.; **Kukk, Jana**; Ghasemi-Marzbali, Ali The Routledge Companion to Corporate Branding 2022 / 17 p <https://doi.org/10.4324/9781003035749>