

**PD DR.
CHRISTINE VALLASTER**

Bucher in der Übersicht

Vallaster, C. (2009)

“Aligning organizations along the corporate brand values in an intercultural context”

epubli, Berlin

Link: <http://www.epubli.de/shop/buch/Research-Synopsis-Aligning-organizations-along-the-corporate-brand-values-Dr-Christine-Vallaster/1909>

Fisher-Buttinger, C. and C. Vallaster (2008)

“Connective Branding: Building Brand Equity in a Demanding World”

John Wiley & Sons Ltd, London

Link: <http://www.connective-branding.com/>

Vallaster, C. (2005)

“Strategic Decision Making by Multicultural Groups”

Verlag Dr. Kovac, Hamburg

Link: <http://www.verlagdrkovac.de/3-8300-1827-4.htm>