

# Litteraturliste KEM E24

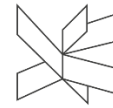
Nedenfor er en prioriteret liste over den litteratur, jeg har studeret i løbet af kurset.

## Kreativ og effektiv markedsføring

### 1. Hvad er kreativitet og kreativ markedsføring?

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- Alhamwi, N. (n.d.). The phenomenal success of Snickers' "You're Not You When You're Hungry" campaign: A case study. *Medium*. Hentet fra <https://nour-alhamwi.medium.com/the-phenomenal-success-of-snickers-you-re-not-you-when-you-re-hungry-campaign-a-case-study-a9950e60b14b>
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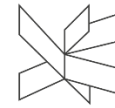
### Videoer

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- The power of creativity in business | MasterClass YouTube. Hentet fra <https://www.youtube.com/watch?v=16p9YRF0I-g>
- The science of creativity | MasterClass. YouTube. Hentet fra <https://www.youtube.com/watch?v=jR4jbl3Ds9A>
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## **2. Hvordan ser din kreative proces ud?**

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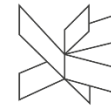
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- Linkner, J. (2014, oktober 16). How kids lose their creativity as they age — and how to prevent it. Forbes. Hentet fra <https://www.forbes.com/sites/joshlinkner/2014/10/16/how-kids-lose-their-creativity-as-they-age-and-how-to-prevent-it/#8a2e75b16c66>
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- TEDx Talks. (2008, oktober 7). Do schools kill creativity? | Sir Ken Robinson | TED Talks YouTube. Hentet fra <https://www.youtube.com/watch?v=iG9CE55wbtY&t=184s>
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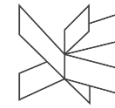
### **3. Hvad er effektiv markedsføring?**

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- Stolarick, K. (2008). *Percentage of workforce, by decade*. I R. Florida, *Who's Your City? How the Creative Economy Is Making Where to Live the Most Important Decision of Your Life*. New York: Basic Books. Graphic by Ryan Morris.

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- Schwab, K. (2016, 14. januar). *The Fourth Industrial Revolution: What it means and how to respond*. World Economic Forum. Hentet fra <http://www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond>
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