Articles in peer refereed journals


Books


Chapters in books


**Case studies**


Atwal, G., Bryson, D. Subway Germany; Sink or Swim?, 2013.


Atwal, G. The changing face of luxury fashion: Burberry, Beckham and Big Brother, 2009.

**Papers in Academic Conferences**

Atwal, G., Chen, S. Determinants of Consumer Intention To Purchase Luxury Fashion Counterfeits In China And India. *4th Joint Research Conference*, June 24th 2013, Dijon, France.


Working papers


Papers in professional journals


**Professional conferences**


**Blog**


Atwal, G. Is This a New Era for Chinese Luxury Brands?. *Branding magazine*, December 16th 2014, [www.brandingmagazine.com](http://www.brandingmagazine.com)