

## **Reading list for Industrial Market Research, TEIM07, 2024**

### **Books**

Sarstedt, Marko & Mooi, Erik, (2019) *A concise guide to market research : the process, data, and methods using IBM SPSS statistics (third edition)*  
ISBN: 9783662567067, 3662567067

### **Other**

Course literature and articles will be published on the course website.