

## **Reading list for Culture and Marketing, 704G03, 2024**

### **Other**

*: Kotler, P.T. / Armstrong, G. / Parment, A. (2020): Principles of Marketing. Scandinavian Edition. 3rd. Edition.*

*Hofstede, G. / Hofstede, G. J. / Minkov, M. (2010): Cultures and Organizations: Software of the Mind, Intercultural Cooperation and Its Importance for Survival. 3rd Edition.*