

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.