

Reading list for Advanced Consumer Marketing, 722A49, 2018

Books

Belk, Russell W., Fischer, Eileen, Kozinets, Robert V., Belk, Russell W., Fischer, Eileen, Kozinets, Robert V., (2012) *Qualitative consumer and marketing research*
ISBN: 9780857027672

Cialdini, Robert B, Cialdini, Robert B, (2007) *Influence : the psychology of persuasion*
ISBN: 9780061241895

Articles

Relevant articles will be presented on LISAM.

Other

The book edition for Cialdinis book is not of importance, other editions of the book are also allowed as course literature.