

Reading list for Advanced Consumer Marketing, 722A49, 2020

Books

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