

## Reading list for Advanced Consumer Marketing, 722A49, 2024

## 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.