

## **Reading list for Advanced Consumer Marketing, 722A49, 2025**

### **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.*