

## Reading list for Advanced Consumer Marketing, 722A49, 2026

## **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.