

Reading list for Advanced Consumer Marketing, 722A50, 2019

Books

Cialdini, Robert B., Cialdini, Robert B., (2009) *Influence: the psychology of persuasion*
ISBN: 9780061241895, 006124189X

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.