

Reading list for Marketing, 722G93, 2024

Books

Guyader, Ottosson, Parment, (2020) *Marketing & Sustainability*
Studentlitteratur

Kotler, Philip, Armstrong, Gary, Parment, Anders, (2016) *Principles of marketing*
: *Scandinavian edition* 2nd edition, Scandinavian edition. Harlow, England :
Pearson, 2016
ISBN: 9781292104805, 9781292115566, 9781292115573
Or the Swedish edition.

Other