

Reading list for Marketing, 722G93, 2026

Books

Guyader, Hugo, Ottosson, Mikael, Parment, Anders, (2020) *Marketing & Sustainability* Studentlitteratur
ISBN: 9789144139869

Kotler, Philip, Armstrong, Gary, Parment, Anders, (2020) *Principles of marketing : Scandinavian edition* 3rd edition Pearson
ISBN: 9781292354996

Other