

Reading list for Marketing and Consumer Behaviour, 723G44, 2019

Books

Solomon, Michael R., (2015) *Consumer behavior : buying, having, and being* 11th ed., Student ed. Harlow : Pearson Education, 2015
ISBN: 9781292017419, 1292017414

Additional literature will be added according to information at the start of the course. A complete literature list will then be available on Lisam.