

Reading list for Sustainable Business - Integrating sustainability in business practice, 772G09, 2025

Books

Guyader, Hugo, Ottosson, Mikael, Parment, Anders, (2020) *Marketing & sustainability : why and how sustainability is changing current marketing practices*. First edition Lund : Studentlitteratur, [2020]
ISBN: 9789144139869

Osterwalder, Alexander, Pigneur, Yves, (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* WILEY
ISBN: 9780470876411

A complete list of essential and complementary articles will be available on Lisam.