

## Reading list for Sustainable Business - Integrating sustainability in business practice, 772G11, 2026

### Books

Albinsson, Pia A., Guyader, Hugo, Ottosson, Mikael, Parment, Anders, (2024)  
*Marketing and Sustainability : Contradiction or the Path to Profitable  
Businesses and Sustainable Societies?* John Wiley & Sons Ltd  
ISBN: 9781394273768

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.