

## **Reading list for Market Communication and Analysis, TEAE14, 2021**

### **Books**

Fahy, John, Jobber, David, (2019) *Foundations of marketing* Sixth edition  
London : McGraw-Hill Education, [2019]  
ISBN: 9781526847348, 1526847345, 9781526847355

### **Other**

Additional material might be added.