

Litteraturlista för Advanced Consumer Marketing, 722A49, 2020

Böcker

Cialdini, Robert B, Cialdini, Robert B, (2007) *Influence : the psychology of persuasion*
ISBN: 9780061241895

Artiklar

Relevant articles will be presented on LISAM.

Övrigt

The book edition is not of importance, other editions of the book are also allowed as course literature.