

## **Litteraturlista för Advanced Consumer Marketing, 722A50, 2019**

### **Böcker**

Cialdini, Robert B., Cialdini, Robert B., (2009) *Influence: the psychology of persuasion*  
ISBN: 9780061241895, 006124189X

### **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.*