

Litteraturlista för Marknadsföring, 722G83, 2020

Böcker

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ISBN: 9781292354996.

Eller svensk upplaga: Kotler, Philip; Armstrong, Gary; Parment, Anders (2017) *Marknadsföring: teori, strategi och praktik*. 2 uppl. Harlow, England: Pearson.
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