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Böcker

Wilson, Alan, Zeithaml, Valerie A., Bitner, Mary Jo, Gremler, Dwayne D., (2008)
Services Marketing
ISBN: 9780077107956, 0077107950
(Any later editions may also be used.)

This course involves considerable amount of reading. In addition to the course textbook, selected articles will also be assigned when the course starts. A complete literature list will be available on Lisam.