

Litteraturlista för Hållbar marknadsföring, 772G12, 2026

Böcker

Albinsson, Pia A., Guyader, Hugo, Ottosson, Mikael, Parment, Anders, (2024)
*Marketing and Sustainability: Contradiction or the Path to Profitable Businesses
and Sustainable Societies* Wiley & Sons
ISBN: 9781394273768