



Literature for SMMR24, Marketing and Branding in Retail applies from spring semester 2015

Literature established by the board of the Department of Service
Management and Service Studies on 2015-01-27 to apply from 2015-02-01

See appendix.

Reading list for Marketing and Branding in Retail (SMMR24) 7.5 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 27 January 2015.

It is valid from 1 February 2015.

McGoldrick, Peter. (2002). *Retail Marketing*. Berkshire: McGraw-Hill Education. [650 pages. ISBN 9780077092504]

Miller, Daniel. (2001). *The Dialectics of Shopping*. Chicago: University of Chicago Press. [222 pages. ISBN 0-226-52646-1]

Articles and book chapters on retail, consumption and brands of approximately 180 pages will be added.

Total number of pages: approximately 1050

Litteraturlista för Marknadsföring och varumärkesbyggande inom retail (SMMR24) 7,5 hp

Litteraturlistan är fastställd av styrelsen för Institutionen för service management och tjänstevetenskap 2015-01-27.

Litteraturlistan börjar gälla 2015-02-01.

McGoldrick, Peter. (2002). *Retail Marketing*. Berkshire: McGraw-Hill Education. [650 sidor. ISBN 9780077092504]

Miller, Daniel. (2001). *The Dialectics of Shopping*. Chicago: University of Chicago Press. [222 sidor. ISBN 0-226-52646-1]

Artiklar och bokkapitel inom områdena retail, konsumtion och varumärken omfattande ca 180 sidor tillkommer.

Totalt antal sidor: ca 1050