



Literature for PSYE26, Psychology: The Psychology of Marketing and Influence applies from spring semester 2017

Literature established by Committee for Single Subject Courses at the Department of Psychology on 2016-11-23 to apply from 2017-01-16

See appendix.

Litteratur PSYE26

Aronson, Elliot (2011). The social animal. 11th ed. 513 s.

Cialdini, R. (2005). Påverkan – teori och praktik. Malmö. Liber. 279 s.

eller

Cialdini, R (2008) Influence, science & Practice. 5th Ed. New York, NY, Morrow. 272 s.

Cialdini, R (2016) Pre-suasion: a revolutionary way to influence and persuade. London, Random House.

Wanger, Pierre (2002). Kundpsykologi. Lund: Studentlitteratur. 270 s.

Därtill kommer ca 250 sidor enligt kursledarens anvisningar.