



Literature for IBUA21, International Business: International Marketing applies from autumn semester 2017

Literature established by Academic Director of Studies at Department of Business Administration on 2016-12-14 to apply from 2016-12-14

Ghuri, P.N, Cateora, P., (2014) International Marketing (4th ed) ISBN-13: 9780077148157 / ISBN-10: 077148150

Aoki, K., & Lennerfors, T. T. (2013). GLOBAL BUSINESS The new, improved Keiretsu. Harvard Business Review, 91(9), 109-113.

Hatch, M. J., & Schultz, M. (2001). Are the strategic stars aligned for your corporate brand. Harvard business review, 79(2), 128-134.

Narayandas, D. (2005). Building loyalty in business markets. Harvard Business Review, 83(9), 131-139.