



## **Literature for FEKG25, Business Administration: Global Strategic Marketing applies from spring semester 2018**

**Literature established by Academic Director of Studies at Department of  
Business Administration on 2017-10-17 to apply from 2017-10-17**

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Keegan, W. J. & Green, Mark C.(2017). *Global marketing*. (9. ed., Global ed.).  
Pearson.

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