Litteraturlista för SMMS24, Retail Marketing: Ett sociokulturellt perspektiv gällande från och med vårterminen 2019

Litteraturlistan är fastställd av Styrelsen för institutionen för service management och tjänstevetenskap 2019-01-30 att gälla från och med 2019-02-01

Se bilaga.

Litteraturlista för Retail Marketing: Ett sociokulturellt perspektiv, 7,5 hp (SMMS24)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstevetenskap 2016-02-10, senast reviderad 2019-01-30.

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