



Literature for PSYE26, Psychology: The Psychology of Marketing and Influence applies from spring semester 2014

Literature established by the board of the Department of Psychology on
2013-09-26 to apply from 2013-11-12

See appendix.

Litteratur

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

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

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

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

Därtill kommer ca 250 sidor enligt kursledarens anvisningar.