



**Literature for SMMP33, Internationalisation and Place
Development in the Retail Sector applies from autumn
semester 2014**

Literature established by the board of the Department of Service
Management and Service Studies on 2014-06-10 to apply from 2014-09-01

See appendix.

Reading list for Internationalisation and Place Development in the Retail Sector (SMMP33), 15 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 10 June 2014.

The reading list is valid from 1 September 2014.

- Colomb, Claire (2012). *Staging the new Berlin. Place marketing and the politics of urban reinvention post-1989*. London: Routledge. [315 pp. ISBN 9780415594035] Available as an E-book.
- Gehl, Jan (2010). (2010). *Cities for people*. Island Press. Washington. (260 pp. ISBN 9781597265737)
- Pike, Andy (2013). *Brands and Branding Geographies*. Cheltenham: Edward Elgar. [384 pp. ISBN 1849801592] Available as an E-book.
- Ward, Stephen (1998). *Selling Places. The marketing and promotion of towns and cities 1850-2000*. Abingdon: Spon Press. [240 pp. ISBN 0419242406]

There is an addition of articles regarding retail development and place development amounting to approx. 200 pages.

There is an addition of articles chosen between lecturer and student amounting to approx. 500 pages.

Total amount of pages: 2500

Litteraturlista för ”Retailbranschens internationalisering och platsutveckling”, 15 hp (SMMP33)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstevetenskap 2014-06-10

Litteraturlistan börjar gälla 2014-09-01.

- Colomb, Claire (2012). *Staging the new Berlin. Place marketing and the politics of urban reinvention post-1989*. London: Routledge. [315 s. ISBN 9780415594035] Finns som e-bok.
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Artiklar om handelsutveckling och platsutveckling ingår, ca 200 s.

Artiklar valda i samråd mellan student och lärare, ca 500 s.

Totalt antal sidor: ca 2500