



Literature for BUSN20, International Marketing and Strategy applies from autumn semester 2016

**Literature established by Academic Director of Studies at Department of
Business Administration on 2016-02-29 to apply from 2016-08-29**

See appendix.



LUNDS UNIVERSITET
Ekonomihögskolan

LITERATURE / LITTERATUR

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Företagsekonomiska institutionen/
Department of Business Administration

**BUSN20 International Marketing and Strategy, 7,5 credits /
BUSN20 Internationell marknadsföring och strategi**

*Approved by the director of studies on delegation from the Department
board of the Business administration, 2015-04-28 / Fastställd av
studierektor i enlighet med delegation av Företagsekonomiska
institutionens styrelse, 2015-04-28*

Ghauri, P.N. and Cateora, P. (2014) **International marketing**. 4th edition.
London, Mc Graw Hill

Set of Articles including:

Porter, M. E., & Kramer, M. R. (2006). "Strategy & society: The link between competitive advantage and corporate social responsibility", Harvard Business Review, 84 (12), 78-91.

Elg, U., Ghauri, P & Tarnovskaya, V. 2008. The Role of Networks and Matching in Market Entry to Emerging Retail Markets. International Marketing Review, 25 (6), 674-699.

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