



**Literature for BUSN30, Business Administration: Consumer
Culture Theory and Consumer Insights applies from autumn
semester 2016**

Literature established by Academic Director of Studies at Department of
Business Administration on 2016-03-03 to apply from 2016-03-03

See appendix.



LUND UNIVERSITY

School of Economics and Management

Department of Business Administration

BUSN30, Consumer Culture Theory and Consumer Insights, 10 credits
BUSN30 Consumer Culture Theory and Consumer Insights, 10 HP

Approved by the director of studies on delegation from the Department board of the Business Administration, 2016-03-03/Fastställt av studierektor i enlighet med delegation av Företagsekonomiska institutionens styrelse, 2016-03-03

Sassatelli, Roberta (2007, new edition due autumn 2016) **Consumer Culture; History, Theory and Politics**, SAGE, London:UK

Article (to be downloaded from the Lund University's library's digital database):

Arnould, E., and C.Thompson (2005) **Consumer Culture Theory (CCT): Twenty Years of Reserach**, Journal of Consumer Research, 31(4), 868-882

Article (to be distributed by course responsible):

Arnould, E., and C.Thompson (2007) **Consumer Culture Theory (and we really mean theoretics): Dilemmas and Opportunities Posed by an Academic Branding Strategy**, Research in Consumer Behavior, Volume 11, 3–22

Articles from academic journals for the seminars will be assigned during the course