



**Literature for FEKG25, Business Administration: Global
Strategic Marketing applies from autumn semester 2017**
Literature established by Academic Director of Studies at Department of
Business Administration on 2017-10-16 to apply from 2017-10-16

See appendix.



LUND UNIVERSITY

School of Economics and Management

Department of Business Administration

FEKG25 Global strategisk marknadsföring / FEKG25 Global strategic marketing, 7,5 credits

Approved by the director of studies on delegation from the department board of the Business administration, 2013-11-22

Keegan, W-J & Green, M.C. (2015) **Global marketing**. 8th edition. Prentice Hall

Compilation of articles