



Literature for PSYE26, Psychology: The Psychology of Marketing and Influence applies from spring semester 2018

Literature established by Committee for Single Subject Courses at the Department of Psychology on 2017-11-29 to apply from 2018-01-15

See appendix.

Litteratur PSYE26

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

+ Cialdini, R. (2005). Påverkan – teori och praktik. Malmö. Liber. 279 s.

eller

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

+ Cialdini, R (2016) Pre-suasion: a revolutionary way to influence and persuade. London, Random House.

+ Därtill kommer ca 250 sidor enligt kursledarens anvisningar.