



**Literature for FEKG25, Business Administration: Global  
Strategic Marketing applies from spring semester 2018**  
Literature established by Academic Director of Studies at Department of  
Business Administration on 2017-10-16 to apply from 2017-10-16

---

Keegan, W-J & Green, M.C. (2017) Global marketing. 9th edition. Prentice Hall

Compilation of articles