



**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 2017-10-17 to apply from 2017-10-17

Keegan, W. J. & Green, Mark C.(2017). *Global marketing*. (9. ed., Global ed.).
Pearson.

ISBN: 978-1-292-15076-5