



Literature for SMMS24, Retail Marketing: A Socio-Cultural Perspective applies from spring semester 2019

Literature established by the board of the Department of Service
Management and Service Studies on 2019-01-30 to apply from 2019-02-01

See appendix.

Litteraturlista för Retail Marketing: Ett sociokulturellt perspektiv, 7,5 hp (SMMS24)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2016-02-10, senast reviderad 2019-01-30.

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