



**Literature for BUSP36, Business Administration:
Multichannel Marketing, Retail & Internationalization applies
from autumn semester 2019**

**Literature established by The Board of the Department of Business
Administration on 2019-04-14 to apply from 2019-04-14**

Grewal, D., (2019), Retail Marketing Management, Sage Publ, London, ISBN:
9781526446855