



**Literature for BUSN26, Business Administration:  
Understanding Consumption applies from spring semester  
2020**

**Literature established by Academic Director of Studies at Department of  
Business Administration on 2019-09-26 to apply from 2019-09-26**

---

Ekström, K.M., Ottosson, M. & Parment, A. (2017) Consumer Behavior: Classical and Contemporary Perspectives. Lund: Studentlitteratur.

Set of articles available for download from the University library and for purchase at the School of Economics and Management.