



## **Literature for BUSN20, International Marketing and Strategy applies from spring semester 2016**

**Literature established by Academic Director of Studies at Department of  
Business Administration on 2016-02-29 to apply from 2016-02-29**

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Ghauri, P.N. and Cateora, P. (2014) International marketing. 4th edition. London, Mc Graw Hill

Set of Articles including:

Porter, M. E., & Kramer, M. R. (2006). "Strategy & society: The link between competitive advantage and corporate social responsibility", Harvard Business Review, 84 (12), 78-91.

Elg, U., Ghauri, P & Tarnovskaya, V. 2008. The Role of Networks and Matching in Market Entry to Emerging Retail Markets. International Marketing Review, 25 (6), 674-699. Postadress: Box 7080, 220 07 LUND Besöksadress: Tycho Brahes väg 1  
Telefon (dir): 046-222 00 00 Internet: <http://www.fek.lu.se> 1