



## **Literature for SMMV24, Retail Marketing: Theoretical Perspectives and Concepts applies from spring semester 2021**

Literature established by the board of the Department of Service Management and Service Studies on 2020-11-24 to apply from 2021-03-22

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See appendix.

## Litteraturlista för Retail marketing: Teoretiska perspektiv och begrepp (SMMV24), 7,5 hp.

Litteraturlistan är fastställd av styrelsen för Institutionen för service management och tjänstvetenskap 2020-01-29, reviderad 2020-11-24.

Litteraturlistan börjar gälla 2021-03-22.

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Tillkommer artiklar inom retail marketing (inklusive artiklar valda av lärare och studenter). Cirka 200 sidor.

Totalt antal sidor: cirka 790.