



Literature for PSYE26, Psychology: The Psychology of Marketing and Influence applies from spring semester 2022

Literature established by Committee for Single Subject Courses at the Department of Psychology on 2021-10-20 to apply from 2022-01-17

See appendix.

Litteratur PSYE26

Aronson, Elliot & Aronson Joshua (2018). *The Social Animal*, 12th ed. W.H. Friedman Co Ltd. 550 s.

Cialdini, R. *Influence, New and Expanded: The Psychology of Persuasion*. New York, NY, Harper Busienss. 2021. 592 s

Cialdini, R (2016). *Pre-suasion: a revolutionary way to influence and persuade*. London, Random House. 433 s

+ Därtill kommer ca 250 sidor enligt kursledarens anvisningar.