



Literature for BUSN20, International Marketing and Strategy applies from autumn semester 2023

**Literature established by Academic Director of Studies at Department of
Business Administration on 2023-05-01 to apply from 2023-05-01**

Alon, I., Jaffe, E., Prange, C. and Vianelli, D. (2021) Global Marketing: Strategy, Practice and Cases, 3rd edition, Routledge

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
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