



**Literature for FEKG25, Business Administration: Global  
Strategic Marketing 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

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Global Marketing: Strategy, Practice, and Cases. Third Edition. by Ilan Alon, Eugene Jaffe, Christiane Prange, and Donata Vianelli. (2021) Abingdon, Oxon: Routledge. ISBN978-0-367-19609-7