



Literature for BUSO30, Business Administration: Consumer Culture Theory and Consumer Insights applies from autumn semester 2023

Literature established by Academic Director of Studies at Department of Business Administration on 2023-06-01 to apply from 2023-06-01

"Consumer Culture Theory" (Latest edition) edited by Eric J. Arnold and Craig J. Thompson, SAGE

Please see link to pre-released ebook below:

https://www.ebooks.com/en-se/book/210812628/consumer-culture-theory/eric-arnould/?_c=1