



**Litteraturlista för BUSN30, Business Administration:
Consumer Culture Theory and Consumer Insights gällande
från och med höstterminen 2016**

Litteraturlistan är fastställd av Studierektor vid Företagsekonomiska
institutionen 2016-03-03 att gälla från och med 2016-03-03

Se bilaga.



LUND UNIVERSITY

School of Economics and Management

Department of Business Administration

BUSN30, Consumer Culture Theory and Consumer Insights, 10 credits
BUSN30 Consumer Culture Theory and Consumer Insights, 10 HP

Approved by the director of studies on delegation from the Department board of the Business Administration, 2016-03-03/Fastställt av studierektor i enlighet med delegation av Företagsekonomiska institutionens styrelse, 2016-03-03

Sassatelli, Roberta (2007, new edition due autumn 2016) **Consumer Culture; History, Theory and Politics**, SAGE, London:UK

Article (to be downloaded from the Lund University's library's digital database):

Arnould, E., and C.Thompson (2005) **Consumer Culture Theory (CCT): Twenty Years of Reserach**, Journal of Consumer Research, 31(4), 868-882

Article (to be distributed by course responsible):

Arnould, E., and C.Thompson (2007) **Consumer Culture Theory (and we really mean theoretics): Dilemmas and Opportunities Posed by an Academic Branding Strategy**, Research in Consumer Behavior, Volume 11, 3–22

Articles from academic journals for the seminars will be assigned during the course