

COURSE LITERATURE

International business 7.5 credits G0020N

Internationell affärsverksamhet

Course literature admitted: Spring 2024 Sp 3 - Present

**DECISION DATE
2023-02-15**

Keegan, W & Green, M Global Marketing: Global Edition, latest edition or up to two editions before latest edition.
Pearson Higher Education. (ISBN 10: 1292150769; ISBN 13: 9781292150765)

Scholarly journal articles related to the topics covered in the course.

Examiner

Tim Foster