

## **COURSE LITERATURE**

# **Business-to-Business Marketing 7.5 credits M0033N**

## **Business-to-Business Marketing**

**Course literature admitted: Spring 2021 Sp 3 - Autumn 2021 Sp 2**

**DECISION DATE  
2020-11-06**

Hutt, T.W. & Speh, M.D. (senaste upplagan). Business Marketing Management B2B, Cengage Learning.  
Literature might be added.

## **Examiner**

Lars Bäckström