

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