

## **COURSE LITERATURE**

# **Consumer behaviour 7.5 credits M0036N**

**Konsumentbeteende**

**Course literature admitted: Autumn 2021 Sp 1 - Present**

**DECISION DATE  
2021-02-17**

Solomon, M.R., Hogg, M.K., Askegaard, S. & Bamossy, G. (latest edition). Consumer Behaviour: A European Perspective, Pearson.  
Literature might be added.

## **Examiner**

Maria Ek Styvén