

## **COURSE LITERATURE**

# **Industrial marketing 7.5 credits M0037N**

## **Industriell marknadsföring**

**Course literature admitted: Autumn 2022 Sp 1 - Present**

**DECISION DATE  
2022-02-11**

Kindström, D., Kowalkowski, C. & Parment, A. (2021). Business marketing: Managing value creation, Studentlitteratur.

Provided by the institution: Eckhardt, M., Cavender, M., Moore, G., & Gill, T. (2018). Innovation Marketing Simulation: Crossing the Chasm, Harvard Business Publishing.

Literature might be added.

## **Examiner**

Jeandri Robertson