

COURSE LITERATURE

Strategic Brand Management: Global Perspective 7.5 credits M7030N

Strategisk varumärkesutveckling: ett globalt perspektiv

Course literature admitted: Autumn 2020 Sp 1 - Present

**DECISION DATE
2020-02-14**

Aaker, D. (latest edition). Building Strong Brands, Simon & Schuster. ISBN: 9781849830409
Literature might be added.

Examiner

Tim Foster