

COURSE LITERATURE

Global Marketing Strategy 7.5 credits M7034N

Strategier för global marknadsföring

Course literature admitted: Autumn 2021 Sp 1 - Present

**DECISION DATE
2021-06-16**

Hollensen, Svend (latest edition). Global Marketing, Pearson.
Additional literature will be provided by the teacher during the course.

Examiner

Kerry Chipp