

Consumers & Markets (BUSI1031) (N11401)

Reading list for this module

View Online



1.

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Kotler, P. Principles of marketing, 7th European edition. (Pearson, 2017).

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Kotler, P. *Principles of marketing*, 7th European edition. (Pearson, 2017).

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Assadourian, E. Transforming Cultures: From Consumerism to Sustainability. *Journal of Macromarketing* **30**, 186–191 (2010).

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