

Consumers & Markets (BUSI1031) (N11401)

Reading list for this module

View Online



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Scott, K., Martin, D.M., Schouten, J.W.: Marketing and the New Materialism. *Journal of Macromarketing*. 34, 282-290 (2014). <https://doi.org/10.1177/0276146714532471>.

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

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Assadourian, E.: Transforming Cultures: From Consumerism to Sustainability. *Journal of Macromarketing*. 30, 186–191 (2010). <https://doi.org/10.1177/0276146710361932>.

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