

Reading list for Marketing and Branding in Retail (SMMP24) 7,5 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 11 February 2014.

The reading list is valid from 17 February 2014.

McGoldrick, Peter. (2002). *Retail Marketing*. Berkshire: McGraw-Hill Education. [650 pp. ISBN 9780077092504]

Miller, Daniel. (2001). *The Dialectics of Shopping*. Chicago: University of Chicago Press. [222 pp. ISBN 0-226-52646-1]

In addition there is articles and book chapters within the fields of retail, consumption and branding amounting to approx. 180 pages.

Total amount of pages: approx.1050

Litteraturlista för Marknadsföring och varumärkesbyggande inom retail (SMMP24) 7,5 hp

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2014-02-11.

Litteraturlistan börjar gälla 2014-02-17.

McGoldrick, Peter. (2002). *Retail Marketing*. Berkshire: McGraw-Hill Education. [650 sidor. ISBN 9780077092504]

Miller, Daniel. (2001). *The Dialectics of Shopping*. Chicago: University of Chicago Press. [222 sidor. ISBN 0-226-52646-1]

Artiklar och bokkapitel inom områdena retail, konsumtion och varumärken omfattande ca 180 sidor tillkommer.

Totalt antal sidor: ca 1050