

Bachelor International Salg og Markedsføring 2019 – PBM297

Bogliste - semester 1 + 2:

Yderligere titler kan blive tilføjet

Salg & Marketing

- Business-to-Business Marketing: Ross Brennan, Louise Canning & Raymond McDowell, 4 ed. 2017 SAGE Publications. ISBN: 978-1-47397-344-2
- Relationship Marketing, John Egan, fourth ed. 2011, Pearson. ISBN: 978-0-273-73778-0
- Supplerende litteratur på Itslearning

Økonomi

- **Management Accounting:** Information for Decision-Making and Strategy Execution with MyAccountingLab – 6. Ed Atkinson and Kaplan and Matsumura and Young, Pearson Education, 2011, ISBN:-10: 0273769987 ISBN-12: 9780273769989 (Papirudgave)

ELLER:

- **Management Accounting:** Information for Decision-Making and Strategy Execution: International Edition CourseSmart eTextbook, 6/Edition: Atkinson, Kaplan, Matsumura & Young 2013, ISBN-10: 1447930568 - ISBN-13: 97814479305632016 , (Elektronisk bog) Findes også i anden aktuel udgave med flg. ISBN: ISBN-10: 1292163305 , ISBN-13: 9781292163307
- Supplerende materiale på Itslearning.

Jura

- International erhvervsjura, 2. Udgave 2017, Bjarke Tinten (red.), Hans Reitzels Forlag, ISBN: 9788741266626 (Bog), ISBN: 9788741269207 (i-bog)

Videnskabsteori

- Videnskab i Virkeligheden: Holm, Andreas Bech, 2 udgave, 2018, Samfundslitteratur
- Metode til markedsføring og service: Faarup, Poul K, 1 udgave, 2018. Hans Reitzels Forlag
- Kompendium, Kim Skjoldborg

Supply chain

- Logistics Management & Strategy. Competing Through the Supply Chain. 5th ed. Alan Harrison & Remko van Hoek. ISBN: 978-1292004150
- Supplerende materiale på Itslearning.

Organisation

- Management/organization BA of International Sales & Marketing Management. Compiled by Lars Davidsen & Lise Skriver, 1 ed. Pearson 2012. ISBN: 9781781347140
- Supplerende materiale på Itslearning.