Reading list for Retail Research Fundamentals (SASM001), 7.5 credits

The reading list was approved by the board of the Department of Service Management and Service Studies 28 September 2016.

The reading list is valid from 1 November 2016.


In addition to the titles in the reading list, students are to read *one thesis of their choice* in retail research (approx. 250 pages) and a number of relevant *articles of their choice* amounting to approximately 300 pages.

Total number of pages: approximately 1530