Reading list for Retail Marketing: A Socio-Cultural Perspective (SMMS24)
7.5 credits
The reading list was approved by the Board of the Department of Service Management and Service Studies 10 February 2016.

The reading list is valid from 1 March 2015.


The student is supposed to choose literature amounting to approx. 250 pages in connection with writing the report.

Total amount of pages: Approx. 800

**Litteraturlista för Retail Marketing: Ett sociokulturellt perspektiv, 7,5 hp (SMMS24)**

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstevetenskap 2016-02-10.

Litteraturlistan börjar gälla 2016-03-01.


Bäckström, Kristina. (2013). “Adventures, auctions and aspirations: Illuminating shifts, tensions and contradictions in consumers’ leisure shopping experiences”. *The International Review of Retail,


Studenten förväntas söka litteratur på egen hand i samband med skrivandet av rapport omfattande ca 250 sidor.

Totalt antal sidor: ca 800