

Reading list for Marketing and Consumer Behaviour, 723G61, 2020

Books

Solomon, Michael R., (2020) *Consumer behavior : buying, having, and being*
13th ed. Harlow : Pearson Education, 2020
ISBN: 9781292318103, 1292318104

Additional literature will be added according to information at the start of the course. A complete literature list will then be available on Lisam.