

Literature for the Final Examination

Final Examination - Examination Board (Oral Examination)
Subject: International Marketing

Complete books, available as e-books via the university library:

[Solomon, Michael R. \(2019\). Consumer Behavior: Buying, Having, and Being, Global Edition, 13th Edition. Harlow: Pearson.](#)

[Hollensen, Svend. \(2020\). Global Marketing, 8th Edition. Harlow: Pearson.](#)