

BUSI4231 Contemporary Themes in Marketing

Reading list for MBA module Contemporary Themes in Marketing

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de Mooij M, Hofstede G. The Hofstede model. International Journal of Advertising 2010;**29**
:85–110. doi:10.2501/S026504870920104X

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Roy SK, Mutum DS, Nguyen B. Services marketing cases in emerging markets: an Asian perspective. Switzerland: : Springer 2017.