



**Bachelor**  
**International Sales and Marketing**  
**2016-2017 – PBM268/269**

***Book list semester 1 + 2:***  
*Further titles may be added*

---

### ***Sales & Marketing***

- ***Business Marketing Management: B2B***, Hutt & Speh, 11 ed. 2012 South-Western, Gengage Learning ISBN: 978-1-133-18957-2
  - ***Relationship Marketing***, John Egan, fourth ed. 2011, Pearson. ISBN: 978-0-273-73778-0
  - ***Additional material on Fronter***
  
  - ***For 2<sup>nd</sup> semester: Required Literature will be published later.***
- 

### ***Economics***

- ***Management Accounting: Information for Decision-Making and Strategy Execution with MyAccountingLab – 6.*** Ed Atkinson and Kaplan and Matsumura and Young, Pearson Education, 2011 ISBN: 9780273769989 ISBN: 0273769987  
**OR**
- ***Management Accounting: Information for Decision-Making and Strategy Execution: International Edition CourseSmart eTextbook, 6/E***Atkinson, Kaplan, Matsumura & Young ISBN-10: 1447919440, ISBN-13: 9781447919445 2012 , (Electronic Book)

Current editions are being updated at the time of writing in Summer 2016, so it is strongly suggested that you only buy your economics book after having further indications from your lecturer in class in August 2016

- ***Compendium (2<sup>nd</sup> semester):*** Partly supplied as memo's on fronter.
-



**Bachelor**  
**International Sales and Marketing**  
**2016-2017 – PBM268/269**

**Law**

**PBM 268:**

- **International erhvervsjura:** Bjarke Tinten, Lotte Dupont-Mersing og Trine Krohn Schaldemose. Hans Reitzels forlag, ISBN 9788741260358 (bog), ISBN: 9788741263694 (i-bog)
- Supplerende tekster på Fronter

**PBM 269:**

- **International Business Law,** Bjarke Tinten, Lotte Mohr Dupont-Mersing, Trine Lyneborg Schaldemose, 2016, ISBN: 9788741260389 (Bog), ISBN: 9788741265353 (i-bog)
- Additional texts on the Fronter System

---

**Videnskabsteori/Philosophy of science**

**PBM 268:**

- **Videnskab i virkeligheden,** 1 udgave, Andreas Bech Holm., Samfundslitteratur, ISBN 978-87-593-1506-4
- **Den gode opgave.** – Lotte Rienicker & Peter Stray Jørgensen, Samfundslitteratur, ISBN 978-87-593-1521-7
- **Kompendium** om forskellige analysemetoder

**PBM 269:**

- **The good paper,** 4 ed., Lotte Rienicker & Peter Stray Jørgensen. Samfundslitteratur, ISBN: 978-87-593-1790-7
  - **Philosophy of Science,** 2nd ed, Andreas Beck Holm, Samfundslitteratur, ISBN 978-87-593-1725-9
  - Compendium
-



**Bachelor**  
**International Sales and Marketing**  
**2016-2017 – PBM268/269**

### **Supply chain**

- **Logistics Management & Strategy.** Competing Through the Supply Chain. 5th ed. Alan Harrison & Remko van Hoek. ISBN: 978-1292004150
  - **Extracts** from:
    - *Logistics & Supply Chain Management* by Martin Christopher, 4th Ed., Prentice Hal, 2011. ISBN: 978-0-273-73112-2
    - *Managing the Global Supply Chain*, 3. Ed. Tage Skjøtt-Larsen m.fl. Copenhagen Business School Press, 2007. ISBN: 978-87-630-0171-7
    - *Supply Chain Management: Sources for competitive advantage*, Jan Stentoft Arlbjørn m.fl. Academica, 2010. ISBN: 9788776755843
- 

### **Organisation**

- **Management/organization** BA of International Sales & Marketing Management. Compiled by Lars Davidsen & Lise Skriver, 1 ed. Pearson 2012. ISBN: 9781781347140
- 

### **Innovation**

- **Articles on frontier**
- 

**Updated 6 July 2016.**