



Bachelor
International Sales and Marketing
2017-2018 – PBM277

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 2nd semester: Required Literature will be published later.***
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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 January 2017, 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 (2nd semester):*** Partly supplied as memo's on fronter.
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Law

- **International erhvervsjura:** Bjarke Tinten, Lotte Dupont-Mersing og Trine Krohn Schaldemose. Hans Reitzels forlag, ISBN 9788741260358 (bog), ISBN: 9788741263694 (i-bog)
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Videnskabsteori/Philosophy of science

- **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
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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
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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***
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Updated 6 January 2017.