

UMKDDS-15-M Contemporary Marketing Practice (Full-time)

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Reading list for Full-Time students only

(4) Quantified Life Film (2017) Dir. Btihaj Ajana - YouTube.
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An Introduction to Behavioral Economics.
<https://www.behavioraleconomics.com/introduction-behavioral-economics/>.

Anders Albrechtslund. 'From Self-Tracking to Smart Urban Infrastructures: Towards an Interdisciplinary Research Agenda on Big Data'. *Surveillance & Society*, vol. 12, no. 2, Apr. 2014,
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