

UMKDDS-15-M Contemporary Marketing Practice (Part-time fast track)

Contemporary Marketing Practice Reading list for
Blended learning, part-time fast track students only

View Online



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Hogreve J and others, 'The Service-Profit Chain: A Meta-Analytic Test of a Comprehensive Theoretical Framework' (2017) 81 Journal of Marketing 41

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Jobber D and Ellis-Chadwick F, Principles and Practice of Marketing (Ninth edition, McGraw-Hill 2020)

Kamakura, Wagner A.1 kamakura@mail.duke.eduMittal, Vikas2 vmittel@katz.pitt.eduDe Rosa, Fernando3 fernando.rosa@uol.com.brMazzon, José Afonso4 jmazzon@usp.br,

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