

## Book List semester 2020

### Bachelor in International Sales and Marketing Management

Subject	1 <sup>st</sup> and 2 <sup>nd</sup> semester
IT requirements	<ul style="list-style-type: none"> <li>• A laptop which can run Office 365</li> <li>• As an UCN-student it is possible to get Microsoft Office at UCN for free from 1<sup>st</sup> of September</li> </ul>
Economics	Reading materials will be uploaded in pdf format in Canvas for this course.
International Business Law	Reading materials will be uploaded in pdf format in Canvas for this course.
Management and Organisation	<p>Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner,  <b>"Exploring Strategy", 11th Edition,</b>            PEARSON publications            ISBN-13: 9781292145129 <span style="float: right;"><b>DKK 630,00</b></span>  <i>Same as in Marketing</i></p> <p>David Jobber, Geoffrey Lancaster, Kenneth Le Meunier-Fitzhugh  <b>"Selling and Sales Management", eleventh edition</b>            Pearson            ISBN 9781292205021 <span style="float: right;"><b>DKK 698,00</b></span></p>
Marketing Management	<p>Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner,  <b>"Exploring Strategy", 11th Edition,</b>            PEARSON publications            ISBN 9781292145129 <span style="float: right;"><b>DKK 630,00</b></span>  <i>Same as in Organisation</i></p>
Marketing Management	<p>Alexander Chernev  <b>"The Marketing Plan Handbook" 5th Edition,</b>            Cerebellum Press. 2020.            ISBN:9781936572670 (Paperback) <span style="float: right;"><b>DKK 420,00</b></span></p>
Supply Chain Management	Reading materials will be uploaded in pdf format in Canvas for this course.
Theory and Methods	<p>Gary Thomas  <b>How to do your Research project: A guide for students, 3<sup>rd</sup> ed.,</b>            Sage publications (2017)            ISBN-13: 9781473948877 <span style="float: right;"><b>DKK 300,00</b></span></p>