Reading list for Retail och platsutveckling (SMMV35), 15 hp

The reading list was approved by the Board of the Department of Service Management and Service Studies 2020-04-22, senast reviderad 2023-08-24.

The reading list is valid from 2023-10-27.

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- Pike, Andy. (2013). *Brands and Branding Geographies*. Cheltenham: Edward Elgar. [384 p. ISBN 1849801592]
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- Warnaby, Gary & Medway, Dominic. (2004). The Role of Place Marketing as a Competitive Response by Town Centres to Out-of-town Retail Developments, *International Review of Retail, Distribution and Consumer Research*, 14 (4), pp. 457–477. Doi:10.1080/0959396042000260898

Articles selected in consultation between student and teacher are added with approximately 250 pages.

Total amount of pages: approx. 1800