

Litteraturlista för Introduktion till service management (LGMA11), 15 hp

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Litteraturlistan börjar gälla 2024-05-09.

Högskolan i Borås (senaste upplagan). Guide till Harvardsystemet. Borås: Högskolan i Borås. [51 sid].
<https://www.hb.se/biblioteket/akademiskt-sprak/referera-till-kallor/guide-till-harvardsystemet/>

Delkurs 1: Service management och tjänstelogik (7.5 hp)

Danielsson, Pernilla & Westrup, Ulrika. (2022). User-orientation in public service organizations: making use of value as a thick concept. *Public Management Review*, s. 1-20. Doi: 10.1080/14719037.2022.2136398.

Grönroos, Christian. (2021). *Tjänstefiering. I kundens ögon är alla företag tjänsteleverantörer*. Stockholm: Volante. [231 sid. ISBN 9789179651275]

Gustafsson, Anders, Snyder, Hannah, & Witell, Lars. (2020). Service innovation: A new conceptualization and path forward. *Journal of Service Research*, 23 (2), s. 111–115. Doi: 10.1177/1094670520908929

Heide, Mats & Svingstedt, Anette. (2023). *Strategiskt lyssnande – Så blir chefer, medarbetare och organisationer bättre på att lyssna*. Stockholm: Liber. [170 sid. ISBN 47-13242-9 och 47-14347-4]

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Totalt antal sidor: ca 560

Delkurs 2: Marknadsföring (7.5 hp)

- Adeola, Ogechi, Hinson, Roberto Ebo, & Evans, Olaniyi. (2020). Social media in marketing communications: A synthesis of successful strategies for the digital generation. *Digital transformation in business and society: Theory and cases*, s. 61-81. Doi: 10.1007/978-3-030-08277-2_4
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- Ellis Nick, Fitchett James, Higgins Matthew, Jack Gavin, Lim Ming, Saren Michael, Tadjewski, Mark. (2011). *Marketing: A Critical Textbook*. Sage: London [ISBN 978-1-84860-877-1, s. 97-111]
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- Gordon, Ross, Carrigan, Marylyn, & Hastings, Gerard. (2011). A framework for sustainable marketing. *Marketing theory*, 11(2), s. 143-163. Doi.org/10.1177/1470593111403218
- Gurău, Calin. (2008). Integrated online marketing communication: implementation and management. *Journal of communication management*, 12(2), s. 169-184. Doi:10.1108/13632540810881974
- Hasselbladh, Hans & Holmqvist, Mikael. (2013). *Företagsekonomi och samhället*. Studentlitteratur. [ISBN 978-91-44-09350-5, s. 273-287]
- Hartmann, Benjamin. J., Östberg, Jacob., Parment, Anders., & Solér, Cecilia. (2020). *Unboxing marketing: creating value for consumers, firms, and society*. [ISBN 978-91-44-13750-6, s. 167-181]
- Hatch, Mary Jo & Schultz, Majken. (2010). Toward a theory of brand co-creation with implications for brand governance. *Journal of Brand management*, 17, s. 590-604. Doi: 10.1057/bm.2010.14
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- Kemp, April, Gravois, Renée, Syrdal, Holly & McDougal, Elisabeth. (2023). Storytelling is not just for marketing: Cultivating a storytelling culture throughout the organization. *Business Horizons*, 66(3), s. 313-324. Doi.org/10.1016/j.bushor.2023.01.008
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Närvänen, Elina & Goulding, Christina. (2016). Sociocultural brand revitalization: The role of consumer collectives in bringing brands back to life. *European Journal of Marketing*, 50(7/8), s. 1521-1546. Doi:10.1108/EJM-05-2014-0328

Parment, Anders. (2022). *Kort om marknadsföring*. Andra upplagan. Lund: Studentlitteratur. [373 sid. ISBN 978-91-44-15429-9]

Skålén, Per & Hackley, Chris. (2011). Marketing-as-practice. Introduction to the special issue. *Scandinavian Journal of Management*, 27(2), s. 189-195.

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Totalt antal sidor: ca 1 000