



Faculty of Arts and Social Sciences
Business Administration

Course Reading

The customer journey: A path to customer-driven value creation

Valid from 01/17/2022

Course Code: FEA085

Course Title: The customer journey: A path to customer-driven value creation

Credits: 5

Degree Level: Master's level

Misc.

Vetenskapliga artiklar, cirka 500 sidor

Approved by the Faculty Board of Arts and Social Sciences 10/25/2021