



Faculty of Arts and Social Sciences  
Business Administration

# Course Reading

## Business-to-business marketing

**Valid from 08/29/2022**

**Course Code:** FEAD56

**Course Title:** Business-to-business marketing

**Credits:** 7.5

**Degree Level:** Master's level

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### Articles

Vetenskapliga artiklar (eller motsvarande peer-reviewed/referee-granskade texter), motsvarande cirka 600 sidor.

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Approved by the Faculty Board of Arts and Social Sciences 02/15/2022