



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Industrial Marketing

Valid from 01/19/2026

Course Code: IEGA05

Course Title: Industrial Marketing

Credits: 7.5

Degree Level: Undergraduate
level

Books

Abrahamsson, Lena (2016). *Industriell ekonomi och organisering : IE (kapitel 3-5 samt 19-21)*. Stockholm: Liber
1. uppl.

Kindström, Daniel, Kowalkowski, Christian, Parment, Anders (2021). *Business marketing : managing value
creation*. Lund: Studentlitteratur Upplaga 1

Approved by the Faculty Board of Arts and Social Sciences 02/19/2026