# AB17120 Marketing Principles and Contemporary Practice (Semester Two 2020-2021)

View Online

Baines, P. et al. (2019) Marketing. Fifth edition. Oxford: Oxford University Press.

Baines, P. and Fill, C. (2014) Marketing. Third edition. Oxford: Oxford University Press.

Baines, P., Fill, C. and Rosengren, S. (2017) Marketing. Fourth edition. Oxford: Oxford University Press.