

Year 1 - International Communication Management (ENG)

Fontys University of Applied Sciences | EINDHOVEN | Fontys Business & Communication | Communication - International Communication Management
2023 - 2024

DEFINITIVE

H-already held M-mandatory R-recommended

Literature Year 1

| | | | |
|---------------|--|---|---------|
| 9781526491978 | Corporate Communication: A Guide to Theory and Practice Cornelissen, Joep P. Sage Publications Edition: 6 Book | M | € 49,75 |
| 9781292327891 | Marketing Communications : A European Perspective De Pelsmacker, Patrick Pearson Education Edition: 7 Book | M | € 65,43 |
| 9780063138797 | Influence, New and Expanded UK: The Psychology of Persuasion Cialdini, Robert B. Gardners Books Ltd Edition: 1 Book | M | € 17,07 |
| 9789463443500 | On media and communication: an introduction to communication sciences: theory and research Loisen, Jan Acco Edition: 1 Book | M | € 44,15 |
| 9789490947729 | Visual language perspectives for both makers and users Broek, J. van den, Koetsenruijter, W., Jong, J. de Boom uitgevers Amsterdam Edition: 1 Book | M | € 58,50 |
| 9781292411217 | Integrated Advertising, Promotion, and Marketing Communications, Global Edition Clow, K. E. Baack, D. E. Pearson Education Edition: 9 Book Choose between paper version or EBook of obligated title below: | M | € 73,99 |
| 9781292341477 | Social Psychology, Global Edition Aronson, Elliot Wilson, Timothy D. Akert, Robin M. Pearson Education Edition: 10 Book | R | € 55,99 |
| 9781292341514 | Social Psychology, Global Edition Aronson, Elliot Pearson Education Edition: 10 E-book Adobe Creative Cloud (for sale on Surfspot.nl) | R | € 45,77 |

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