

# Bazat e Marketingut

## Literatura

### Literatura themelore :

# Prof.dr..Ali Jakupi

“ *Marketingu- Bazat* ”, Prishtinë , 2008

### Literatura plotësuese :

# Philip Kotler, Kevin L. Keller

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# Gary Armstrong & Philip Kotler

“ *Marketing, An Introduction* ”, 2005

# David Jobber & John Fahy,

“ *Foundations of marketing* ” 2006