

5 Bibliography

5.1 Books

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John Egan, Relationship Marketing, Fourth Edition, Prentice Hall

Mark Saunders, Philip Lewis, Adrian Thornhill, Research Methods for Business Students, Sixth Edition, Pearson

David Jobs, Principles and Practice of Marketing, 5th Edition, the McGraw-Hill Companies

5.2 Internet

[Http://www.aw-media.dk/sogemaskineoptimering](http://www.aw-media.dk/sogemaskineoptimering) - 06-01-2017

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5.3 Interviews

Interview with Mark Thorsen and Claus Bermann (Appendix 1), Location: AW Media Offices

Interview with Glen Michaelsen (Appendix 9), Location: AW Media Offices

Telephone interview with Kipling Travel (Appendix 5)

Telephone interview with Munkebjerg Group (Appendix 4)