

## **Reading list for Industrial Market and Technology Strategies, TEIM04, 2017**

### **Additional literature**

#### **Books**

Moore, Geoffrey A., (2004) *Inside the tornado : strategies for developing, leveraging, and surviving hypergrowth markets*  
ISBN: 0060745819, 9780060745813  
New York : HarperBusiness Essentials, c2004.

Schilling, Melissa A., (2013) *Strategic management of technological innovation*  
ISBN: 9780071326445  
Boston : McGraw-Hill/Irwin, 2013

#### **Compendia**