

## **Reading list for Strategy - Classic and Contemporary Views, 722A04, 2021**

### **Books**

MacKay, Brad, Arevuo, Mikko, McKay, David, Meadows, Maureen, (2020)  
*Strategy : theory, practice, implementation*. First edition. Oxford : Oxford  
University Press, 2020  
ISBN: 0198779429, 9780198779421

### **Other**

In addition, the course readings will include both classic and contemporary academic articles on strategy. These will be used as part of teaching, seminars and examination.