

Reading list for Strategy - Classic and Contemporary Views, 722A22, 2021

Books

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