

Reading list for International Business, 723G66, 2018

Books

Rugman, Alan M., Collinson, Simon, (2012) *International Business* 6., [updated]
ed. Harlow : Pearson
ISBN: 9780273760979

Articles

Aspelund, A., Moen, Ø., A generation perspective on small firm
internationalization: From traditional exporters and flexible specialists to born
globals *Advances in International Marketing* (2001, 11:197-225)

Kotabe, M., Mol, M.J., Ketkar, S., An evolutionary stage model of outsourcing and
competence destruction: a triad comparison of the consumer electronics industry
Management International Review (2008, 48(1):65-93)