

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