

Reading list for Industrial Market and Technology Strategies, TEIM04, 2026

Books

Moore, Geoffrey A., *Inside the tornado : strategies for developing, leveraging, and surviving hypergrowth markets* Senaste upplagan/Latest edition New York: HarperBusiness Essentials

Schilling, Melissa A., *Strategic management of technological innovation* Senaste upplagan/Latest edition Boston: McGraw-Hill/Irwin

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