

Litteraturlista för Strategy - Classic and Contemporary Views, 722A22, 2020

Böcker

MacKay, Brad et al, (2020) *Strategy : theory, practice, implementation* Oxford:
Oxford University Press
ISBN: 9780198779421

Övrigt

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.