

Litteraturlista för Strategy - Classic and Contemporary Views, 722A22, 2026

Böcker

MacKay, Brad, Arevuo, Mikko, McKay, David, Meadows, Maureen, (2023)
Strategy : theory, practice, implementation. Upplaga 2 Oxford : Oxford
University Press, 2023
ISBN: 9780192845399

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.