

Litteraturlista för Strategy - Classic and Contemporary Views, 722A53, 2026

Böcker

MacKay, Brad, Arevuo, Mikko, (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