

## **Litteraturlista för Industriella marknads- och teknikstrategier, TEIM04, 2024**

### **Böcker**

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

### **Kompendier**

e-kompendium