

COURSE LITERATURE

Innovation & strategic business development 15 credits E7006N

Innovation & strategisk affärsutveckling

Course literature admitted: Autumn 2019 Sp 1 - Present

**DECISION DATE
2019-06-14**

Ramfeldt, L., Kjellberg, J. & Kosnik, T. (2014). Gear up – Test your business model potential and plan your path to success. John Wiley & Sons, Chichester, UK.

Anderson, C. (2013). How to give a killer presentation. Harvard Business Review, 91(6), 121-125.

Further literature in the form of scientific articles will be added.

Examiner

David Sjödin