

COURSE LITERATURE

Business Intelligence and Corporate Strategy 7.5 credits 07004N

Omvärldsbevakning och företagsstrategi

Course literature admitted: Autumn 2014 Sp 1 - Autumn 2014 Sp 2

**DECISION DATE
2014-06-19**

The course book (Goffin & Mitchell, 2nd edition) provides a good and relatively complete picture of innovation in theory and practice. To fulfill the learning objectives, articles and videos complement the book.

Goffin, K. & Mitchell, R. (2010). Innovation management: Strategy and implementation using the pentathlon framework. (2nd ed.). Houndmills: Palgrave macmillan.

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

Amabile, T. (1998). How to kill creativity. Harvard Business Review, 76(5), 76-87.

Hansen, T. & Birkinshaw, J. (2007). The innovation value chain. Harvard Business Review, 85(6), 121-130.

Barney, J. (1991). Firm resources and sustained competitive advantage. Journal of Management, vol. 17(1), 99-120.

Jordan, T. (1999). Vad ska man lära sig på universitet?

Porter, M. (2008). The five competitive forces that shape strategy. Harvard Business Review, 86(1), 78-93.

Cooper, R. (2014). What's next after stage-gate? Research Technology Management, jan-feb, 2014.

Van de Ven, A. (1986). Central problems in the management of innovation. Management Science, 32(5), 590-607.

http://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks

<http://remotepossibilities.wordpress.com/2013/09/23/secret-5-of-star-presenters-ted-chris-anderson-on-persuading-your-audience-video/>

Literature might be added.

Examiner

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