## Strategy - MBA

MBA Strategy module



[1]

Grant, R.M. 2016. Contemporary strategy analysis: text and cases. Wiley.

[2]

Jackson, B. and Parry, K.W. 2018. A very short, fairly interesting and reasonably cheap book about studying leadership. SAGE.

[3]

Johnson, G. et al. 2017. Exploring strategy: Text and cases. Pearson.

[4]

Jones, R. 2017. Branding: a very short introduction. Oxford University Press.

[5]

Le Meunier-FitzHugh, K. and Douglas, T. 2016. Achieving a strategic sales focus: contemporary issues and future challenges. Oxford University Press.

[6]

Lynch, R.L. 2015. Strategic management. Pearson.

[7]

Ong, B.H. and Goyder, M. 2020. Entrusted: stewardship for responsible wealth creation. World Scientific.

[8]

Witcher, B. and Chau, V.S. 2014. Strategic management: principles and practice. Cengage Learning.