

Strategy - MBA

MBA Strategy module

View Online



Grant, R.M. (2016) Contemporary strategy analysis: text and cases. Ninth edition. Chichester, West Sussex: Wiley.

Jackson, B. and Parry, K.W. (2018) A very short, fairly interesting and reasonably cheap book about studying leadership. Third edition. Los Angeles: SAGE.

Johnson, G. et al. (2017) Exploring strategy: Text and cases. Eleventh edition. Harlow, England: Pearson. Available at:
<https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5186321>.

Jones, R. (2017) Branding: a very short introduction. First edition. Oxford, United Kingdom: Oxford University Press.

Le Meunier-FitzHugh, K. and Douglas, T. (2016) Achieving a strategic sales focus: contemporary issues and future challenges. First edition. Oxford, United Kingdom: Oxford University Press. Available at:
<https://dx.doi.org/10.1093/acprof:oso/9780198706632.001.0001>.

Lynch, R.L. (2015) Strategic management. Seventh edition. Harlow, England: Pearson. Available at: <https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5174490>.

Ong, B.H. and Goyder, M. (2020) Entrusted: stewardship for responsible wealth creation. Singapore: World Scientific. Available at:
<https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5928349>.

Witcher, B. and Chau, V.S. (2014) Strategic management: principles and practice. Second edition. Andover, Hampshire, United Kingdom: Cengage Learning. Available at:
<https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5133142>.