



**Literature for BUSN31, Business Administration: From
Consumer Insight to Innovation applies from autumn semester
2016**

Literature established by Academic Director of Studies at Department of
Business Administration on 2016-03-03 to apply from 2016-03-03

See appendix.



LUND UNIVERSITY

School of Economics and Management

Department of Business Administration

BUSN31 From Consumer Insight to Innovation, 5 ECTS

Approved by the director of studies on delegation from the department board of the Business administration, 2011-05-20

Set of articles available for download from the University library and for purchase at the School of Economics and Management.

Examples of references include:

Bower, J B & Christensen C M (1995) Disruptive Technologies: Catching the Wave, Harvard Business Review, January-February 1995, 43-53.

Chesbrough, H W (2003) The era of open innovation. Sloan management review, Spring.

von Hippel, E (1986) Lead users: a source of novel product concepts. Management Science, vol 32, 7.

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