



## **Literature for BUSO24, Business Administration: Market Intelligence - Theory and Practice applies from spring semester 2019**

**Literature established by Academic Director of Studies at Department of Business Administration on 2018-08-31 to apply from 2018-08-31**

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Lindgren, M., Bandhold, H. (2003) Scenario Planning - the link between future and strategy. Palgrave Macmillan A

A collection of articles