



Literature for IBUH12, International Business: International Business Strategy applies from spring semester 2020

Literature established by The Board of the Department of Business Administration on 2019-06-17 to apply from 2019-06-17

Grant, R. M. *Contemporary strategy analysis: text and cases*. (Ninth edition).

ISBN: 9781119120841

A list of articles covering both classics and contemporary matters of concern within the field of international business. Examples include:

Bremmer, I. 2014 "The New Rules of Globalization". Harvard Business Review, January-February

Porter, M. 2008, "The five forces that shape strategy". Harvard Business Review, January.

Students are also expected, on an individual basis, to find additional literature given the nature of the topics they are studying.