



Literature for BUSO31, Business Administration: From Consumer Insight to Innovation applies from autumn semester 2019

**Literature established by Academic Director of Studies at Department of
Business Administration on 2019-03-25 to apply from 2019-03-25**

Collection of articles. Examples of articles:

Aaker, D (2007) Brand it or Lose it, California Management Review, Vol 50 Iss. 1, 8-24

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