



## **Literature for ENTN10, Business Model Development applies from autumn semester 2021**

**Literature established by Academic Director of Studies at Department of  
Business Administration on 2021-06-01 to apply from 2021-06-01**

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Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. ISBN 9780470876411

Clayton M. Christensen, et al. (2019) HBR's 10 Must Reads on Business Model Innovation. Harvard Business Review Press. ISBN 1633696871

Gassmann, O., Frankenberger, K., & Csik, M. (2014). The business model navigator: 55 models that will revolutionise your business. Pearson UK. or Gassmann, O., Frankenberger, K., & Csik, M. (2020). The business model navigator: 55 models that will revolutionise your business. Pearson UK.

### Selection of Articles:

Richardson, J. (2008). The business model: an integrative framework for strategy execution. Strategic change, 17(5-6), 133-144

Bocken, N. M., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. Journal of cleaner production, 65, 42-56

Morris, M., Schindehutte, M., & Allen, J. (2005). The entrepreneur's business model: toward a unified perspective. Journal of business research, 58(6), 726-735