



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**

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.

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

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