



## **Literature for BUSO24, Business Administration: Market Intelligence - Theory and Practice applies from spring semester 2023**

**Literature established by Academic Director of Studies at Department of Business Administration on 2022-09-30 to apply from 2022-09-30**

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Lindgren, M. & Bandhold, Hans,.(2009). *Scenario planning: the link between future and strategy*. (Second edition). Basingstoke, Hampshire: Palgrave Macmillan.

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A collection of articles/readings