



Literature for IBUH12, International Business: International Business Strategy applies from the spring semester 2024

Literature established by Academic Director of Studies at Department of Business Administration on 2023-12-05 to apply from 2023-12-05

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

ISBN 9781119815235

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.