



## **Litteraturlista för BUSN31, Business Administration: From Consumer Insight to Innovation gällande från och med höstterminen 2016**

Litteraturlistan är fastställd av Studierektor vid Företagsekonomiska  
institutionen 2016-03-03 att gälla från och med 2016-03-03

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Se bilaga.



**LUND UNIVERSITY**

School of Economics and Management

Department of Business Administration

**BUSN31 From Consumer Insight to Innovation, 5 ECTS**

*Approved by the director of studies on delegation from the department board of the Business administration, 2011-05-20*

Set of articles available for download from the University library and for purchase at the School of Economics and Management.

Examples of references include:

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.

von Hippel, E (1986) Lead users: a source of novel product concepts. Management Science, vol 32, 7.

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