

Reading List

- Brandenburger, A., & Stuart, H. (1996). Value-Based Business Strategy. *Journal of Economics and Management Strategy* 5 (1): 5–24
- Buckley, P., & Casson, M. (1998). Analyzing Foreign Market Entry Strategies: Extending the Internalization Approach. *Journal of International Business Studies*. 29. 539-561.
10.1057/palgrave.jibs.8490006.
- (2009). The Internalisation Theory of the Multinational Enterprise: A Review of the Progress of a Research Agenda after 30 years. *Journal of International Business Studies*. 40. 1563-1580. 10.1057/jibs.2009.49.
- Hamel, G., & Prahalad, C. K. (2014, August 01). Do You Really Have a Global Strategy? *Harvard Business Review*. <https://hbr.org/1985/07/do-you-really-have-a-global-strategy>
- Johnson, M. W., Christensen, C. M., & Kagermann, H. (2020, October 22). Reinventing Your Business Model. *Harvard Business Review*. <https://hbr.org/2008/12/reinventing-your-business-model>.
- Mintzberg, H. & Waters, J.A. (1985). Of Strategies, Deliberate and Emergent. *Strategic Management Journal* 6: 257–272.
- Peng, M. W. (2018). *Global 4: Global business* (4E). Boston, MA: Cengage.
- Porter, M. E. (2008). Competing Across Locations. In *On competition* (Updated ed.). Boston (MA): Harvard Business School Publishing.

(2019, November 7). What Is Strategy? *Harvard Business Review*.

<https://hbr.org/1996/11/what-is-strategy>.

(2020, November 20). The Five Competitive Forces That Shape Strategy. *Harvard*

Business Review. <https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy>.

Ovans, A. (2019, November 7). What Is Strategy, Again? *Harvard Business Review*

<https://hbr.org/2015/05/what-is-strategy-again>.