

UMSD7T-15-3 Strategic Management (BIM)

Reading list for L3 BIM Strategic Management

View Online



Baldwin and Clark, 'Managing in an Age of Modularity' (1997) 75 Harvard Business Review 84

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Henderson B, 'The Application and Misapplication of the Experience Curve' (1984) 4 Journal of Business Strategy 3

J, Barney, 'Looking Inside for Competitive Advantage'
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Johnson G and Scholes K, 'Corporate-Level Strategy', Exploring Corporate Strategy (6th edn, Pearson Education Ltd 2002)

Lampel J, 'Case 1 - Robin Hood' 3

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—, 'The Structural Analysis of Industries', Competitive strategy: Techniques for analyzing industries and competition (Free Press)

Porter M and Kramer MR, 'Strategy and Society: The Link between Competitive Advantage and Corporate Social Responsibility'

<<https://web.archive.org/web/20190713161754/http://sustainability.psu.edu/fieldguide/wp-content/uploads/2015/08/Strategy-and-Society-The-link-between-competitive-and-advantage-and-corporate-social-responsibility.pdf>>

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—, 'Generic Competitive Strategies', Competitive advantage: creating and sustaining superior performance (New ed, Free Press 2004)

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—, 'The Value Chain', Competitive advantage: creating and sustaining superior performance (New ed, Free 2004)

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Prahalad CK and Hamel G, 'The Core Competence of the Corporation.' (1990) 68 Harvard Business Review 79

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