

## INTRODUCTION TO STRATEGY AND INNOVATION

### AUTHORS

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### MODELS

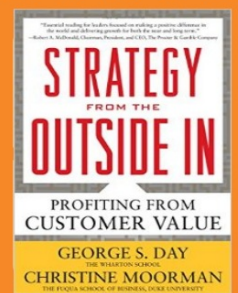
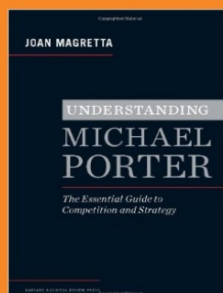
MICHAEL PORTER - FIVE FORCES

ROBERT KAPLAN - BALANCED SCORECARD

W. CHAN KIM AND RENEE MAUBORGNE - VALUE CURVE MODEL

ALEXANDER OSTERWALDER - BUSINESS MODEL INNOVATION

### BOOKS



# INTRODUCTION TO STRATEGY & INNOVATION



## JOURNALS

- Academy of Management Journal
- Academy of Management Review
- Global Strategy Journal
- Harvard Business Review
- Journal of Product Innovation Management
- MIT Sloan Management Review
- Strategic Management Journal

