



DEPARTMENT OF APPLIED INFORMATION TECHNOLOGY

TIA010 Innovation Strategy for the Digital Economy, 15 credits

Innovationsstrategi i det digitala industrisamhället, 15 högskolepoäng

Second Cycle

Reading list for TIA010, to be valid from autumn semester of 2020

Reading list was confirmed by Department of Applied Information Technology on 2020-08-14 to be valid from 2020-08-31.

See appendix.



DEPARTMENT OF APPLIED IT

TIA010 Innovation Strategy for the Digital Economy, 15 credits

Innovationsstrategi i det digitala industrisamhället, 15 hp

Second Cycle/ Avancerad nivå

The reading list was confirmed on 2020-08-14 to be valid from 2020-08-31.

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McAfee, A., & Brynjolfsson, E. (2012). Big data: the management revolution. *Harvard business review*, 90(10), 60-68.

Zuboff, S. (2015). Big other: surveillance capitalism and the prospects of an information civilization. *Journal of Information Technology*, 30(1), 75-89.

Additional literature, to a lesser extent, may be added. If you have impaired reading, please contact the study counsellor at the Department of Applied Information Technology (studievagledning@ait.gu.se), so that we can plan possible additions with due regard to this.

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