



INSTITUTIONEN FÖR TILLÄMPAD INFORMATIONSTEKNOLOGI

TIA010 Innovationsstrategi i det digitala industrisamhället, 15 högskolepoäng

Innovation Strategy for the Digital Economy, 15 credits

Avancerad nivå / Second Cycle

Litteraturlista för TIA010, gällande från och med höstterminen 2020

Litteraturlistan är fastställd av Institutionen för tillämpad informationsteknologi 2020-08-14 att gälla från och med 2020-08-31.

Se bilaga.



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.

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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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