DRE 3004 Strategy I: Foundations of Strategy



[1]

Andrews, K.R. 1987. The concept of corporate strategy. Irwin.

[2]

Barnard, C.I. 1938. The functions of the executive. Harvard University Press.

[3]

Chandler, A.D. 1962. Strategy and structure: chapters in the history of the industrial enterprise. M.I.T. Press.

[4]

Cyert, R.M. and March, J.G. 1992. A behavioral theory of the firm. Blackwell.

[5]

Penrose, E. 2009. The theory of the growth of the firm. Oxford University Press.

[6]

Pfeffer, J. and Salancik, G.R. 1978. The external control of organizations: a resource dependence perspective. Harper & Row.

[7]

Porter, M.E. 1980. Competitive strategy: techniques for analyzing industries and competitors. Free Press.

[8]

Thompson, J.D. 1967. Organizations in action: social science bases of administrative theory . McGraw-Hill.

[9]

Williamson, O.E. 1975. Markets and hierarchies: analysis and antitrust implications: a study in the economics of internal organization. Free Press.