



Great books on strategy

A reading list

Here's a suggested reading list by **Strategy professor Vincent Lion**:

- Burgelman, Robert; Christensen, Clayton and Wheelwright, Steven. Strategic Management of Technology and Innovation.
- de Wit, Bob and Meyer, Ron. Strategy: Process, Content, Context.
- Dixit, A and Nalebuff, B. The Art of Strategy.
- Floyd, Chris. Managing Technology for Corporate Success.
- Gibson, Rowan and Bennis, G. Warren. Rethinking the Future.
- Michaelson, Gerald. Sun Tzu: The Art of War for Managers
- Philip Roussel, Kamal Saad and Tamara Erickson. Third generation R&D.
- Porter, Michael E. Competitive Strategy: Techniques for Analyzing Industries and Competitors.
- Tidd Joe, Bessant John and Pavitt Keith. Managing Innovation.

A recent book that I like to add to the list is Understanding Michael Porter. It explains the ideas from Porter in an easy way:

- Magretta, Joan. Understanding Michael Porter. Harvard Business Review Press

and also the classic:

- Stern, W. Carl and Stalk, George Jr. Perspectives on Strategy from the Boston Consulting Group

This document is part of a set of supporting material available for download upon purchase of Strategy Execution Heroes by Jeroen De Flander (isbn 978-908148731-3).

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