

ECOM120 STRATEGY, LEADERSHIP AND MANAGEMENT OF INVESTMENT BANKS

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@book{Johnson_Scholes_Whittington_2008, address={Harlow, England}, edition={Eighth edition}, title={Exploring corporate strategy}, url={https://ebookcentral.proquest.com/lib/gmul-ebooks/detail.action?docID=5139483}, publisher={Financial Times Prentice Hall}, author={Johnson, Gerry and Scholes, Kevan and Whittington, Richard}, year={2008} }

@book{Newell_2009, address={Basingstoke}, edition={2nd ed}, title={Managing knowledge work and innovation}, publisher={Palgrave Macmillan}, author={Newell, Susan}, year={2009} }