

# MGMT205

## Strategic Management

View Online



Anonymous (no date a) 'Streamlined; The future of media', The Economist, 430, pp. 66–67. Available at:  
<https://search.proquest.com/docview/2199832062/fulltextPDF/38F646F838774FA4PQ/1?acountid=14782>.

Anonymous (no date b) 'The tech giant everyone is watching', The Economist, 427(7). Available at:  
<https://search.proquest.com/docview/2061870944/fulltextPDF/3AABB0818B0049EEPQ/1?acountid=14782>.

Anonymous (no date c) 'The television will be revolutionised', The Economist, 427(7), pp. 18–20. Available at:  
<https://search.proquest.com/docview/2061859782/fulltextPDF/5E8061CD03954314PQ/1?acountid=14782>.

Gerry Johnson, , Richard Whittington, , Patrick Regnér, , Kevan Scholes, , and Duncan Angwin (2017a) Case Study: The rise of a unicorn - Airbnb. Pearson Education Limited. Available at:  
<https://ebookcentral.proquest.com/lib/vuw/reader.action?docID=5187368&ppg=53>.

Gerry Johnson, , Richard Whittington, , Patrick Regnér, , Kevan Scholes, , and Duncan Angwin (2017b) 'Rocket Internet Case Study', in Exploring Strategy Exploring Strategy. Pearson Education Limited. Available at:  
<https://ebookcentral.proquest.com/lib/vuw/reader.action?docID=5187368&ppg=157>.

Gerry Johnson, , Richard Whittington, , Patrick Regnér, , Kevan Scholes, , and Duncan Angwin (2017c) 'The IKEA approach: Case Study', in Exploring Strategy. Pearson Education Limited. Available at:  
<https://ebookcentral.proquest.com/lib/vuw/reader.action?docID=5187368&ppg=266>.

Gerry Johnson, , Richard Whittington, , Patrick Regnér, , Kevan Scholes, , and Duncan Angwin (2017d) 'Virgin: Case Study', in Exploring Strategy. Pearson Education Limited. Available at:  
<https://ebookcentral.proquest.com/lib/vuw/reader.action?docID=5187368&ppg=300>.

How to Make Sustainability Every Employee's Responsibility (no date). Available at:  
<https://hbr.org/2018/02/how-to-make-sustainability-every-employees-responsibility>.

'In search of the good business; Unilever' (no date) The Economist, 412(8899), p.

55(US)-55(US). Available at:

<https://go.gale.com/ps/i.do?&id=GALE|A377652442&v=2.1&u=vuw&it=r&p=AONE&sw=w>.

Stephen Cummings , and Duncan Angwin (2017) Pringle: Hanging by a thread. John Wiley & Sons, Incorporated. Available at:

<https://ebookcentral.proquest.com/lib/vuw/reader.action?docID=5050346&ppg=324>.