

Reading list quarter 1

Digital Business Fundamentals					
Title	Author(s)	Publisher	Year	Edition	ISBN
The Strategic Management of Information Systems: Building a Digital Strategy	Joe Peppard and John Ward	Wiley	2016	4th	978-1-119-21547-9

Business Statistics					
Title	Author(s)	Publisher	Year	Edition	ISBN/EAN
Python for Marketing Research and Analytics	Chris Chapman, Elea McDonnell Feit, and Jason S. Schwarz	Springer Nature Switzerland AG	2020		9783030497194

General (all lecturers)					
Title	Author(s)	Publisher	Year	Edition	ISBN
Skill sheets: an integrated approach to research, study and management	Rob van Tulder	Pearson		3	ISBN 978-90-430-3350-3