

INOVM0013: Innovation, Entrepreneurship, and Enterprise

Reading list for the IEE module taught to M-level engineers by the Centre for Innovation & Entrepreneurship

View Online



[1]

Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] | Stanford eCorner:
<http://ecorner.stanford.edu/videos/2875/Tools-for-Business-Model-Generation-Entire-Talk>.

[2]

Belbin Team Roles | Belbin: <http://www.belbin.com/about/belbin-team-roles/>.

[3]

Blue Ocean Shift: How to Find Success in New Growth:
http://fortune.com/2017/09/25/blue-ocean-shift-kim-mauborgne/?utm_source=Master+Email+List&utm_campaign=9412cdf46c-EMAIL_CAMPAIGN_2017_09_27&utm_medium=email&utm_term=0_fd75a09316-9412cdf46c-336883729&mc_cid=9412cdf46c&mc_eid=fafe108f2b.

[4]

Blue Ocean Strategy - Summary and Examples:
<https://www.slideshare.net/ymike27/blue-ocean-strategy-3626410>.

[5]

Free Personality Test | 16Personalities:
<https://www.16personalities.com/free-personality-test>.

[6]

Furr, N. and Dyer, J. The innovator's method: bringing the lean startup into your organization. Washington (D.C.).

[7]

How Customers Adopt Products — Strategyzer:

http://blog.strategyzer.com/posts/2017/9/11/how-customers-adopt-products?utm_source=Master+Email+List&utm_campaign=e988361acf-EMAIL_CAMPAIGN_2017_09_12&utm_medium=email&utm_term=0_fd75a09316-e988361acf-336883729&mc_cid=e988361acf&mc_eid=fafe108f2b.

[8]

Intellectual Property Office Resources | www.crackingideas.com:

<http://crackingideas.com/catresources/Further+&+Higher+Education>.

[9]

Kim, W.C. and Mauborgne, R. 2005. Blue ocean strategy: how to create uncontested market space and make the competition irrelevant. Harvard Business School Press.

[10]

Mullins, J.W. 2013. The new business road test: what entrepreneurs and executives should do before launching a lean start-up. Pearson.

[11]

Osterwalder, A. et al. 2014. Value proposition design. Wiley.

[12]

Osterwalder, A. and Pigneur, Y. 2010. Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons, Inc.

[13]

Ries, E. The lean startup: how constant innovation to creates radically successful businesses.

[14]

Turn Employees Into Entrepreneurs And Board Members Into Investors:
<https://corporate-rebels.com/ecosystem-of-startups/>.

[15]

Why Innovation Flounders in Established Companies – ThinkGrowth.org:
<https://thinkgrowth.org/why-innovation-flounders-in-established-companies-c3651936854d>
.

[16]

Why the Lean Start-Up Changes Everything:
<https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>.

[17]

Y Combinator Startup Library: <https://www.ycombinator.com/resources/>.

[18]

Customer-funded business | John Mullins | TEDxLondonBusinessSchool - YouTube.

[19]

Effectual Thinking - how 'expert entrepreneurs' make educated guesses.