

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)

Ries, E. The Lean Startup: How Constant Innovation to Creates Radically Successful Businesses.

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Osterwalder, A.; Pigneur, Y.; Bernarda, G.; Smith, A. Value Proposition Design; Wiley: Hoboken, New Jersey, 2014; Vol. Strategyzer series.

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Osterwalder, A.; Pigneur, Y. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers; Clark, T., Ed.; John Wiley & Sons, Inc: Hoboken, N.J., 2010.

(4)

Furr, N.; Dyer, J. The Innovator's Method: Bringing the Lean Startup into Your Organization; Washington (D.C.): Summaries.com; Vol. Book summary collection.

(5)

Mullins, J. W. The New Business Road Test: What Entrepreneurs and Executives Should Do before Launching a Lean Start-Up, Fourth edition.; Pearson: Harlow, 2013.

(6)

Kim, W. C.; Mauborgne, R. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant; Harvard Business School Press: Boston, Mass, 2005.

(7)

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

(8)

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

(9)

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

(10)

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

(11)

Customer-Funded Business | John Mullins | TEDxLondonBusinessSchool - YouTube.

(12)

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

(13)

Effectual Thinking - How 'expert Entrepreneurs' Make Educated Guesses.

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

(15)

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

(16)

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.

(17)

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

(18)

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.

(19)

Intellectual Property Office Resources | www.crackingideas.com.
<http://crackingideas.com/catresources/Further+&+Higher+Education>.