

# INOVM0013: Innovation, Entrepreneurship, and Enterprise

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

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View Online



1.

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

2.

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

3.

Osterwalder A, Pigneur Y. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. (Clark T, ed.). John Wiley & Sons, Inc; 2010.  
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=581476>

4.

Furr N, Dyer J. The Innovator's Method: Bringing the Lean Startup into Your Organization. Vol Book summary collection. Washington (D.C.)  
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=2081955>

5.

Mullins JW. The New Business Road Test: What Entrepreneurs and Executives Should Do before Launching a Lean Start-Up. Fourth edition. Pearson; 2013.  
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5136243>

6.

Kim WC, Mauborgne R. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business School Press; 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.  
<https://www.youtube.com/watch?v=xfbqhIEwCHE>

12.

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

13.

Effectual Thinking - how 'expert entrepreneurs' make educated guesses.  
<http://www.etctoolkit.org.uk/media/28485/effectuation-3-pager.pdf>

14.

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](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](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://www.crackingideas.com).  
<http://crackingideas.com/catresources/Further+&+Higher+Education>