

# 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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Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] | Stanford eCorner. (n.d.).  
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Belbin Team Roles | Belbin. (n.d.). <http://www.belbin.com/about/belbin-team-roles/>

Blue Ocean Shift: How to Find Success in New Growth. (n.d.).  
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Blue Ocean Strategy - Summary and Examples. (n.d.).  
<https://www.slideshare.net/ymike27/blue-ocean-strategy-3626410>

Customer-funded business | John Mullins | TEDxLondonBusinessSchool - YouTube. (n.d.).  
<https://www.youtube.com/watch?v=xfbqhlEwCHE>

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

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<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=2081955>

How Customers Adopt Products — Strategyzer. (n.d.).  
[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)

Intellectual Property Office Resources | [www.crackingideas.com](http://www.crackingideas.com). (n.d.).  
<http://crackingideas.com/catresources/Further+&+Higher+Education>

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

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

<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5136243>

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

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Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design: Vol. Strategyzer series. Wiley.

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

Turn Employees Into Entrepreneurs And Board Members Into Investors. (n.d.).

<https://corporate-rebels.com/ecosystem-of-startups/>

Why Innovation Flounders in Established Companies – ThinkGrowth.org. (n.d.).

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Why the Lean Start-Up Changes Everything. (n.d.).

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Y Combinator Startup Library. (n.d.). <https://www.ycombinator.com/resources/>