

## INOVM0013: Innovation, Entrepreneurship, and Enterprise

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

View Online



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Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] | Stanford  
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Blue Ocean Shift: How to Find Success in New Growth. (n.d.).  
[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)

Blue Ocean Strategy - Summary and Examples. (n.d.).  
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<https://www.youtube.com/watch?v=xfbqhIEwCHE>

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://www.16personalities.com/free-personality-test>

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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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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.).  
<https://thinkgrowth.org/why-innovation-flounders-in-established-companies-c3651936854d>

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