

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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@book{Furr_Dyer, address={Summaries.com}, title={The innovator's method: bringing the lean startup into your organization}, volume={Book summary collection}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=2081955}, publisher={Washington (D.C.)}, author={Furr, Nathan and Dyer, Jeff} }

@book{Kim_Mauborgne_2005, address={Boston, Mass}, title={Blue ocean strategy: how to create uncontested market space and make the competition irrelevant}, publisher={Harvard Business School Press}, author={Kim, W. Chan and Mauborgne, Renée}, year={2005} }

@book{Mullins_2013, address={Harlow}, edition={Fourth edition}, title={The new business road test: what entrepreneurs and executives should do before launching a lean start-up}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5136243}, publisher={Pearson}, author={Mullins, John W.}, year={2013} }

@book{Osterwalder_Pigneur_2010, address={Hoboken, N.J.}, title={Business model generation: a handbook for visionaries, game changers, and challengers}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=581476}, publisher={John Wiley & Sons, Inc}, author={Osterwalder, Alexander and Pigneur, Yves}, editor={Clark, Timothy}, year={2010} }

@book{Osterwalder_Pigneur_Bernarda_Smith_2014, address={Hoboken, New Jersey}, title={Value proposition design}, volume={Strategyzer series}, publisher={Wiley}, author={Osterwalder, Alexander and Pigneur, Yves and Bernarda, Gregory and Smith, Alan}, year={2014} }

@book{Ries, title={The lean startup: how constant innovation to creates radically successful businesses}, author={Ries, Eric} }

@misc{Free Personality Test | 16Personalities, url={https://www.16personalities.com/free-personality-test} }

@misc{Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] | Stanford eCorner, url={http://ecorner.stanford.edu/videos/2875/Tools-for-Business-Model-Generation-Entire-Talk} }

@misc{Blue Ocean Strategy - Summary and Examples,

url= { <https://www.slideshare.net/ymike27/blue-ocean-strategy-3626410> } }

@misc{Why the Lean Start-Up Changes Everything,
url= { <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything> } }

@misc{Customer-funded business | John Mullins | TEDxLondonBusinessSchool - YouTube,
url= { <https://www.youtube.com/watch?v=xfbqhlEwCHE> } }

@misc{Y Combinator Startup Library, url= { <https://www.ycombinator.com/resources/> } }
@misc{Effectual Thinking - how 'expert entrepreneurs' make educated guesses,
url= { <http://www.etctoolkit.org.uk/media/28485/effectuation-3-pager.pdf> } }

@misc{Belbin Team Roles | Belbin, url= { <http://www.belbin.com/about/belbin-team-roles/> } }

@misc{Turn Employees Into Entrepreneurs And Board Members Into Investors,
url= { <https://corporate-rebels.com/ecosystem-of-startups/> } }

@misc{Blue Ocean Shift: How to Find Success in New Growth,
url= { 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 } }

@misc{Why Innovation Flounders in Established Companies - ThinkGrowth.org,
url= { <https://thinkgrowth.org/why-innovation-flounders-in-established-companies-c3651936854d> } }

@misc{How Customers Adopt Products — Strategyzer,
url= { 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 } }

@misc{Intellectual Property Office Resources | www.crackingideas.com,
url= { <http://crackingideas.com/catresources/Further+&+Higher+Education> } }