

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.

2

Osterwalder A, Pigneur Y, Bernarda G, et al. Value proposition design. Hoboken, New Jersey: : Wiley 2014.

3

Osterwalder A, Pigneur Y. Business model generation: a handbook for visionaries, game changers, and challengers. Hoboken, N.J.: : 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. Summaries.com: : 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. Harlow: : 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. Boston, Mass: : 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/>

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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

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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

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