

INOVM0013: Innovation, Entrepreneurship, and Enterprise

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

View Online



'Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] | Stanford eCorner'. n.d.

<http://ecorner.stanford.edu/videos/2875/Tools-for-Business-Model-Generation-Entire-Talk>.

'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.

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.

<https://www.slideshare.net/ymike27/blue-ocean-strategy-3626410>.

'Customer-Funded Business | John Mullins | TEDxLondonBusinessSchool - YouTube'. n.d.

<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>.

'Free Personality Test | 16Personalities'. n.d.

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

Furr, Nathan, and Jeff Dyer. n.d. The Innovator's Method: Bringing the Lean Startup into Your Organization. Vol. Book summary collection. Summaries.com: Washington (D.C.).

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'How Customers Adopt Products — Strategyzer'. n.d.

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'Intellectual Property Office Resources | Wwww.Crackingideas.Com'. n.d.

<http://crackingideas.com/catresources/Further+&+Higher+Education>.

Kim, W. Chan, and Renée Mauborgne. 2005. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Boston, Mass: Harvard Business School Press.

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

Osterwalder, Alexander, and Yves Pigneur. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Edited by Timothy Clark. Hoboken, N.J.: John Wiley & Sons, Inc.
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=581476>.

Osterwalder, Alexander, Yves Pigneur, Gregory Bernarda, and Alan Smith. 2014. Value Proposition Design. Vol. Strategyzer series. Hoboken, New Jersey: Wiley.

Ries, Eric. 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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'Why the Lean Start-Up Changes Everything'. n.d.
<https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>.

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