

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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Blue Ocean Shift: How to Find Success in New Growth (no date). Available at:
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'Customer-funded business | John Mullins | TEDxLondonBusinessSchool - YouTube' (no date). Available at: <https://www.youtube.com/watch?v=xfbqhlEwCHE>.

'Effectual Thinking - how "expert entrepreneurs" make educated guesses' (no date). Available at: <http://www.etctoolkit.org.uk/media/28485/effectuation-3-pager.pdf>.

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Mullins, J.W. (2013) The new business road test: what entrepreneurs and executives should do before launching a lean start-up. Fourth edition. Harlow: Pearson. Available at: <https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5136243>.

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Ries, E. (no date) The lean startup: how constant innovation to creates radically successful businesses.

Turn Employees Into Entrepreneurs And Board Members Into Investors (no date). Available at: <https://corporate-rebels.com/ecosystem-of-startups/>.

Why Innovation Flounders in Established Companies – ThinkGrowth.org (no date). Available at: <https://thinkgrowth.org/why-innovation-flounders-in-established-companies-c3651936854d>.

Why the Lean Start-Up Changes Everything (no date). Available at: <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>.

Y Combinator Startup Library (no date). Available at: <https://www.ycombinator.com/resources/>.