

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]

E. Ries, The lean startup: how constant innovation to creates radically successful businesses. .

[2]

A. Osterwalder, Y. Pigneur, G. Bernarda, and A. Smith, Value proposition design, vol. Strategyzer series. Hoboken, New Jersey: Wiley, 2014.

[3]

A. Osterwalder and Y. Pigneur, Business model generation: a handbook for visionaries, game changers, and challengers. Hoboken, N.J.: John Wiley & Sons, Inc, 2010 [Online]. Available: <https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=581476>

[4]

N. Furr and J. Dyer, The innovator's method: bringing the lean startup into your organization, vol. Book summary collection. Summaries.com: Washington (D.C.) [Online]. Available: <https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=2081955>

[5]

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

[6]

W. C. Kim and R. Mauborgne, 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'. [Online]. Available:
<https://www.16personalities.com/free-personality-test>

[8]

'Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] | Stanford eCorner'. [Online]. Available:
<http://ecorner.stanford.edu/videos/2875/Tools-for-Business-Model-Generation-Entire-Talk>

[9]

'Blue Ocean Strategy - Summary and Examples'. [Online]. Available:
<https://www.slideshare.net/ymike27/blue-ocean-strategy-3626410>

[10]

'Why the Lean Start-Up Changes Everything'. [Online]. Available:
<https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>

[11]

'Customer-funded business | John Mullins | TEDxLondonBusinessSchool - YouTube'. [Online]. Available: <https://www.youtube.com/watch?v=xfbqhIEwCHE>

[12]

'Y Combinator Startup Library'. [Online]. Available:
<https://www.ycombinator.com/resources/>

[13]

'Effectual Thinking - how "expert entrepreneurs" make educated guesses'. [Online]. Available: <http://www.etctoolkit.org.uk/media/28485/effectuation-3-pager.pdf>

[14]

'Belbin Team Roles | Belbin'. [Online]. Available: <http://www.belbin.com/about/belbin-team-roles/>

[15]

'Turn Employees Into Entrepreneurs And Board Members Into Investors'. [Online]. Available: <https://corporate-rebels.com/ecosystem-of-startups/>

[16]

'Blue Ocean Shift: How to Find Success in New Growth'. [Online]. Available: 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

[17]

'Why Innovation Flounders in Established Companies – ThinkGrowth.org'. [Online]. Available: <https://thinkgrowth.org/why-innovation-flounders-in-established-companies-c3651936854d>

[18]

'How Customers Adopt Products — Strategyzer'. [Online]. Available: 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

[19]

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