

## 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'

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

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

'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](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'

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

'Customer-Funded Business | John Mullins | TEDxLondonBusinessSchool - YouTube'

<<https://www.youtube.com/watch?v=xfbqhlEwCHE>>

'Effectual Thinking - How "expert Entrepreneurs" Make Educated Guesses'

<<http://www.etctoolkit.org.uk/media/28485/effectuation-3-pager.pdf>>

'Free Personality Test | 16Personalities'

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

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

<<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=2081955>>

'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](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)>

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

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

Kim, W. Chan, and Renée Mauborgne, Blue Ocean Strategy: How to Create Uncontested

Market Space and Make the Competition Irrelevant (Boston, Mass: Harvard Business School Press, 2005)

Mullins, John W., 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>>

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

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

Ries, Eric, The Lean Startup: How Constant Innovation to Creates Radically Successful Businesses

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

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

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

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