

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.

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

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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 [Internet]. Available from:
<https://www.16personalities.com/free-personality-test>

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

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

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

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

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

14.

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

15.

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

16.

Blue Ocean Shift: How to Find Success in New Growth [Internet]. Available from: 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 [Internet]. Available from: <https://thinkgrowth.org/why-innovation-flounders-in-established-companies-c3651936854d>

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How Customers Adopt Products — Strategyzer [Internet]. Available from: 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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