

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.

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

2.

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. Value proposition design. vol. Strategyzer series (Wiley, 2014).

3.

Osterwalder, A. & Pigneur, Y. Business model generation: a handbook for visionaries, game changers, and challengers. (John Wiley & Sons, Inc, 2010).

4.

Furr, N. & Dyer, J. The innovator's method: bringing the lean startup into your organization. vol. Book summary collection (Washington (D.C.)).

5.

Mullins, J. W. The new business road test: what entrepreneurs and executives should do before launching a lean start-up. (Pearson, 2013).

- 6.

Kim, W. C. & Mauborgne, R. Blue ocean strategy: how to create uncontested market space and make the competition irrelevant. (Harvard Business School Press, 2005).

7.

Free Personality Test | 16Personalities.
<https://www.16personalities.com/free-personality-test>.

8.

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

9.

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

10.

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

11.

Customer-funded business | John Mullins | TEDxLondonBusinessSchool - YouTube.

12.

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

13.

Effectual Thinking - how 'expert entrepreneurs' make educated guesses.

14.

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

15.

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

16.

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.

17.

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

18.

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.

19.

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