

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. Wiley, Hoboken, New Jersey (2014).

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

4.

Furr, N., Dyer, J.: The innovator's method: bringing the lean startup into your organization. Washington (D.C.), Summaries.com.

5.

Mullins, J.W.: The new business road test: what entrepreneurs and executives should do before launching a lean start-up. Pearson, Harlow (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, Boston, Mass (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,
<https://www.youtube.com/watch?v=xfbqhlEwCHE>.

12.

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

13.

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

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>.