

Product Innovation Management 2 (Summer 2012)

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Multi-source reading list to support students in their pursuit of an understanding of Product Management and Product Innovation. This reading list is not intended as an exhaustive list but as a springboard from which they can pursue further reading.

27 items

The media reader: continuity and transformation - Hugh Mackay, Tim O'Sullivan, Open University, 1999

Book

Sprint: How to solve big problems and test new ideas in just five days - Jake Knapp, John Zeratsky, Braden Kowitz, 10 Mar. 2016

Book

The phonology of English as an international language: new models, new norms, new goals - Jenkins, Jennifer, 2000

Book

Research methodology in applied economics: organizing, planning, and conducting economic research - Ethridge, Don E., c2004

Book

Core Texts (11 items)

These texts are essential for this module and will be used and referenced throughout the module in lectures, tutorials and also within this reading list

The essential persona lifecycle: your guide to building and using personas - Pruitt, John, Adlin, Tamara, 2010

Book

Harvard business review on advances in strategy - NetLibrary, Inc, c2002

Book

Exploring Critical Sociological Thinking - Liz Grauerholz and Sharon Bouma-Holtrop, 2003

Article

Urbanism as a Way of Life - Louis Wirth, 1938

Article

Women & the new business leadership - Thomson, Peninah, Lloyd, Tom, 2011

Book

Xylose fermentation by *Saccharomyces cerevisiae* - Peter Kotter, Michael Ciriacy, 1993-3

Article

Managing innovation: integrating technological, market and organizational change - Tidd, Joseph, Bessant, J. R., c2009

Book | **Super important** | Another important text which will be used heavily, this book will help you with a rounded approach to innovation and thinking widely

Molecular cloning: a laboratory manual - Sambrook, Joseph, Russell, David W., c2001

Book

Bioinformatics: A Practical Guide to the Analysis of Genes and Proteins - Andreas Baxevanis, B F Cuellette, B F Francis Ouellette, 2014

Book

Innovation management and new product development - Trott, Paul, c2012

Book | **Super important** | This book will be referenced a lot during the course of our lectures and tutorials as it has some exercises which will help you.

Journal of Product Innovation Management

Journal | **Super important** | This journal should be a go-to resource for you, read its articles regularly and stay up-to-date with new ideas and research about product innovation. I expect to see evidence of wider reading in your assignments and expect that articles from this journal will show up as one of your sources

Weekly Readings (12 items)

Lecture 1 (2 items)

This week we will be looking at defining innovation, where it is found and how we recognise it. The following should be read before your lectures and tutorials this week

Chapter 1 of Innovation management and new product development - Evey Hammond

Chapter | **Super important**

Success Factors of Product Innovation: An Updated Meta-Analysis - Heiner Evanschitzky, Martin Eisend, Roger J. Calantone, Yuanyuan Jiang, 2012-12

Article | **Very important**

Lecture 2 (3 items)

This week we will explore types of innovation

Chapter 2 & 3 of Innovation management and new product development

Chapter

Recommended (2 items)

Reading these texts will be very useful to you but is not essential

The innovator's dilemma: when new technologies cause great firms to fail - Christensen, Clayton M., 1997

Book | **Quite important**

The persona lifecycle: keeping people in mind throughout product design - Pruitt, John,

Adlin, Tamara, 2006

[Book](#) | Quite important

Lecture 3 (3 items)

This week we will explore examples of innovation

You Can't Innovate Like Apple

[Webpage](#)

Measuring the adoption of innovation. A typology of EU countries based on the Innovation Survey - Corinne Autant-Bernard, Sylvie Chalaye, Fabio Manca, Rosina Moreno, Jordi Suriñach, 2010-09

[Article](#)

Emerald | Advances in Business Marketing and Purchasing | Volume 13 - Managing Product Innovation

[Article](#)

Lecture 4 (1 items)

Introduction to the Product Lifecycle

Product Lifecycle Management - Saaksvuori, Antti, Immonen, Anselmi, 2005

[Book](#) | Very important

Lecture 5 (3 items)

This week takes a look at the new product development processes and what drives them

The PDMA handbook of new product development - Kenneth B. Kahn, Product Development & Management Association, ebrary, Inc, c2013

[Book](#) | Quite important

The Productivity Dilemma: Roadblock to Innovation in the Automobile Industry. By William J. Abernathy. Baltimore: The Johns Hopkins University Press, 1978. Pp. 265. \$16.00. -

Richard Hydell, 2010-5-11

[Article](#) | Quite important

Managing strategic innovation and change: a collection of readings - Tushman, Michael L., Anderson, Philip, 2004

[Book](#)