

Product Innovation Management 2 (Summer 2012)

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.

View Online



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Christensen, Clayton M. 1997. *The innovator's dilemma: when new technologies cause great firms to fail*. Harvard Business School Press.

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Thomson, Peninah and Lloyd, Tom 2011. Women & the new business leadership. Palgrave Macmillan.

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

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Wirth, L. 1938. Urbanism as a Way of Life. American Journal of Sociology. 44, 1 (1938), 1-24.

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You Can't Innovate Like Apple:
<http://www.pragmaticmarketing.com/resources/You-Cant-Innovate-Like-Apple>.

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

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Journal of Product Innovation Management.