

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.

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Ethridge, Don E. Research Methodology in Applied Economics: Organizing, Planning, and Conducting Economic Research. 2nd ed. Blackwell Pub; 2004.
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Liz Grauerholz and Sharon Bouma-Holtrop. Exploring Critical Sociological Thinking. Teaching Sociology. 2003;31(4):485-496. <http://www.jstor.org/stable/3211372>

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Baxevanis A, Cuellette BF, Ouellette BFF. Bioinformatics: A Practical Guide to the Analysis of Genes and Proteins. Wiley-Interscience; 2014.

14.

Trott, Paul. Innovation Management and New Product Development. 5th ed. Financial Times/Prentice Hall; 2012.

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[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-5885/issues](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-5885/issues)

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Hammond E. Chapter 1 of Innovation management and new product development. In: Innovation Management and New Product Development. 5th ed. Financial Times/Prentice Hall; 2012:1-10.

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Evanschitzky H, Eisend M, Calantone RJ, Jiang Y. Success Factors of Product Innovation: An Updated Meta-Analysis. Journal of Product Innovation Management. 2012;29(29):21-37. doi:10.1111/j.1540-5885.2012.00964.x

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Trott, Paul. Chapter 2 & 3 of Innovation management and new product development. In: Innovation Management and New Product Development. 5th ed. Financial Times/Prentice Hall; 2012.

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Christensen, Clayton M. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Vol The management of innovation and change series. Harvard Business School Press; 1997.

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Pruitt, John, Adlin, Tamara. The Persona Lifecycle: Keeping People in Mind throughout Product Design. Vol The Morgan Kaufmann series in interactive technologies. Elsevier Academic; 2006.

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You Can't Innovate Like Apple.

<http://www.pragmaticmarketing.com/resources/You-Cant-Innovate-Like-Apple>

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Autant-Bernard C, Chalaye S, Manca F, Moreno R, Suriñach J. Measuring the adoption of innovation. A typology of EU countries based on the Innovation Survey. Innovation: The European Journal of Social Science Research. 2010;23(3):199-222.
doi:10.1080/13511610.2010.547739

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Emerald | Advances in Business Marketing and Purchasing | Volume 13 - Managing Product Innovation. <http://www.emeraldinsight.com/books.htm?issn=1069-0964&volume=13>

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