

## 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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Trott, Paul. Innovation management and new product development. 5th ed. Harlow, England: : Financial Times/Prentice Hall 2012.

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