

Product Innovation Management 2 (Summer 2012)

View Online



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.

[1]

H. Mackay, T. O'Sullivan, and Open University, *The media reader: continuity and transformation*. London: SAGE, 1999.

[2]

J. Knapp, J. Zeratsky, and B. Kowitz, *Sprint: how to solve big problems and test new ideas in just five days*. London: Bantam Press, 2016.

[3]

Jenkins, Jennifer, *The phonology of English as an international language: new models, new norms, new goals*, vol. *Oxford applied linguistics*. Oxford: OUP, 2000.

[4]

Ethridge, Don E., *Research methodology in applied economics: organizing, planning, and conducting economic research*, 2nd ed. Ames, Iowa: Blackwell Pub, 2004 [Online]. Available: <http://www.loc.gov/catdir/toc/ecip0413/2004001461.html>

[5]

Pruitt, John and Adlin, Tamara, *The essential persona lifecycle: your guide to building and using personas*. San Francisco, Calif: Morgan Kaufmann, 2010 [Online]. Available: <http://www.sciencedirect.com/science/book/9780123814180>

[6]

NetLibrary, Inc, Harvard business review on advances in strategy, 2nd Edition., vol. The Harvard business review paperback series. Boston: Harvard Business School Press, 2002 [Online]. Available: <http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=79110>

[7]

Liz Grauerholz and Sharon Bouma-Holtrop, 'Exploring Critical Sociological Thinking', Teaching Sociology, vol. 31, no. 4, pp. 485–496, 2003 [Online]. Available: <http://www.jstor.org/stable/3211372>

[8]

L. Wirth, 'Urbanism as a Way of Life', American Journal of Sociology, vol. 44, no. 1, pp. 1–24, 1938 [Online]. Available: <http://www.jstor.org/stable/2768119>

[9]

Thomson, Peninah and Lloyd, Tom, Women & the new business leadership. Palgrave Macmillan, 2011 [Online]. Available: <https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://shib.manchester.ac.uk/shibboleth&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780230306882>

[10]

P. Kotter and M. Ciriacy, 'Xylose fermentation by *Saccharomyces cerevisiae*', Applied Microbiology and Biotechnology, vol. 38, no. 6, pp. 776–783, Mar. 1993, doi: 10.1007/BF00167144. [Online]. Available: <http://dx.doi.org/10.1007/BF00167144>

[11]

Tidd, Joseph and Bessant, J. R., Managing innovation: integrating technological, market and organizational change, 4th ed. Hoboken, N.J.: Wiley, 2009.

[12]

Sambrook, Joseph and Russell, David W., Molecular cloning: a laboratory manual, 3rd ed.

Cold Spring Harbor, N.Y.: Cold Spring Harbor Laboratory Press, 2001.

[13]

A. Baxevanis, B. F. Cuellette, and B. F. F. Ouellette, *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. Harlow, England: Financial Times/Prentice Hall, 2012.

[15]

'Journal of Product Innovation Management' [Online]. Available:
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-5885/issues](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-5885/issues)

[16]

E. Hammond, 'Chapter 1 of Innovation management and new product development', in *Innovation management and new product development*, 5th ed., Harlow, England: Financial Times/Prentice Hall, 2012, pp. 1-10.

[17]

H. Evanschitzky, M. Eisend, R. J. Calantone, and Y. Jiang, 'Success Factors of Product Innovation: An Updated Meta-Analysis', *Journal of Product Innovation Management*, vol. 29, no. 29, pp. 21-37, Dec. 2012, doi: 10.1111/j.1540-5885.2012.00964.x.

[18]

Trott, Paul, 'Chapter 2 & 3 of Innovation management and new product development', in *Innovation management and new product development*, 5th ed., Harlow, England: Financial Times/Prentice Hall, 2012.

[19]

Christensen, Clayton M., *The innovator's dilemma: when new technologies cause great*

firms to fail, vol. The management of innovation and change series. Boston, Mass: Harvard Business School Press, 1997.

[20]

Pruitt, John and Adlin, Tamara, The persona lifecycle: keeping people in mind throughout product design, vol. The Morgan Kaufmann series in interactive technologies. London: Elsevier Academic, 2006.

[21]

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

[22]

C. Autant-Bernard, S. Chalaye, F. Manca, R. Moreno, and J. Suriñach, 'Measuring the adoption of innovation. A typology of EU countries based on the Innovation Survey', *Innovation: The European Journal of Social Science Research*, vol. 23, no. 3, pp. 199-222, Sep. 2010, doi: 10.1080/13511610.2010.547739.

[23]

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

[24]

Saaksvuori, Antti and Immonen, Anselmi, *Product Lifecycle Management, Second Edition*. Berlin, Heidelberg: Springer Berlin · Heidelberg, 2005 [Online]. Available:
<http://dx.doi.org/10.1007/b138258>

[25]

K. B. Kahn, Product Development & Management Association, and ebrary, Inc, *The PDMA handbook of new product development*, 3rd ed. Hoboken, N.J.: Wiley, 2013 [Online]. Available: <http://site.ebrary.com/lib/nottinghamtrent/Doc?id=10632132>

[26]

R. Hydel, '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.', *The Journal of Economic History*, vol. 40, no. 03, pp. 823–825, May 2010, doi: 10.1017/S0022050700093621.

[27]

Tushman, Michael L. and Anderson, Philip, *Managing strategic innovation and change: a collection of readings*, 2nd ed. Oxford: Oxford University Press, 2004.