

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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Liz Grauerholz and Sharon Bouma-Holtrop. Exploring Critical Sociological Thinking. Teaching Sociology [Internet]. American Sociological Association; 2003;31(4):485-496. Available from: <http://www.jstor.org/stable/3211372>

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

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Sambrook, Joseph, Russell, David W. Molecular cloning: a laboratory manual. 3rd ed. Cold Spring Harbor, N.Y.: Cold Spring Harbor Laboratory Press; 2001.

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

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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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Journal of Product Innovation Management. A test publisher; Available from: [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. Innovation management and new product development. 5th ed. Harlow, England: Financial Times/Prentice Hall; 2012. p. 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 Dec;29(29):21-37.

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

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

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Pruitt, John, Adlin, Tamara. The persona lifecycle: keeping people in mind throughout product design. London: Elsevier Academic; 2006.

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You Can't Innovate Like Apple [Internet]. Available from:
<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 Sep;23(3):199-222.

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

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

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