

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.

1.

Mackay, H., O'Sullivan, T., & Open University. The media reader: continuity and transformation. (SAGE, 1999).
2.

Knapp, J., Zeratsky, J. & Kowitz, B. Sprint: how to solve big problems and test new ideas in just five days. (Bantam Press, 2016).
3.

Jenkins, Jennifer. The phonology of English as an international language: new models, new norms, new goals. vol. Oxford applied linguistics (OUP, 2000).
4.

Ethridge, Don E. Research methodology in applied economics: organizing, planning, and conducting economic research. (Blackwell Pub, 2004).
5.

Pruitt, John & Adlin, Tamara. The essential persona lifecycle: your guide to building and using personas. (Morgan Kaufmann, 2010).
- 6.

NetLibrary, Inc. Harvard business review on advances in strategy. vol. The Harvard business review paperback series (Harvard Business School Press, 2002).

7.

Liz Grauerholz and Sharon Bouma-Holtrop. Exploring Critical Sociological Thinking. Teaching Sociology **31**, 485–496 (2003).

8.

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

9.

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

10.

Kotter, P. & Ciriacy, M. Xylose fermentation by *Saccharomyces cerevisiae*. Applied Microbiology and Biotechnology **38**, 776–783 (1993).

11.

Tidd, Joseph & Bessant, J. R. Managing innovation: integrating technological, market and organizational change. (Wiley, 2009).

12.

Sambrook, Joseph & Russell, David W. Molecular cloning: a laboratory manual. (Cold Spring Harbor Laboratory Press, 2001).

13.

Baxevanis, A., Cuellette, B. F. & Ouellette, B. F. F. Bioinformatics: A Practical Guide to the Analysis of Genes and Proteins. (Wiley-Interscience, 2014).

14.

Trott, Paul. Innovation management and new product development. (Financial Times/Prentice Hall, 2012).

15.

Journal of Product Innovation Management.

16.

Hammond, E. Chapter 1 of Innovation management and new product development. in Innovation management and new product development 1-10 (Financial Times/Prentice Hall, 2012).

17.

Evanschitzky, H., Eisend, M., Calantone, R. J. & Jiang, Y. Success Factors of Product Innovation: An Updated Meta-Analysis. Journal of Product Innovation Management **29**, 21-37 (2012).

18.

Trott, Paul. Chapter 2 & 3 of Innovation management and new product development. in Innovation management and new product development (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 (Harvard Business School Press, 1997).

20.

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).

21.

You Can't Innovate Like Apple.

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

22.

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* **23**, 199–222 (2010).

23.

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

24.

Saaksvuori, Antti & Immonen, Anselmi. *Product Lifecycle Management*. (Springer Berlin · Heidelberg, 2005).

25.

Kahn, K. B., Product Development & Management Association, & ebrary, Inc. *The PDMA handbook of new product development*. (Wiley, 2013).

26.

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. \$16.00. *The Journal of Economic History* **40**, 823–825 (2010).

27.

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