

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.

Mackay, H., O'Sullivan, T., Open University: The media reader: continuity and transformation. SAGE, London (1999).
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Knapp, J., Zeratsky, J., Kowitz, B.: Sprint: how to solve big problems and test new ideas in just five days. Bantam Press, London (2016).
3.

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

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

Pruitt, John, Adlin, Tamara: The essential persona lifecycle: your guide to building and using personas. Morgan Kaufmann, San Francisco, Calif (2010).
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NetLibrary, Inc: Harvard business review on advances in strategy. Harvard Business School Press, Boston (2002).

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

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

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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). <https://doi.org/10.1007/BF00167144>.

11.

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

12.

Sambrook, Joseph, Russell, David W.: Molecular cloning: a laboratory manual. Cold Spring Harbor Laboratory Press, Cold Spring Harbor, N.Y. (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, Harlow, England (2012).

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Journal of Product Innovation Management.

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Hammond, E.: Chapter 1 of Innovation management and new product development. In: Innovation management and new product development. pp. 1-10. Financial Times/Prentice Hall, Harlow, England (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). <https://doi.org/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. Financial Times/Prentice Hall, Harlow, England (2012).

19.

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

20.

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

<https://doi.org/10.1080/13511610.2010.547739>.

23.

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

24.

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

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

<https://doi.org/10.1017/S0022050700093621>.

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