

## Product Innovation Management 2 (Summer 2012)

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.

---

View Online



1.

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

2.

Knapp J, Zeratsky J, Kowitz B. 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 [Internet]. 2nd ed. Ames, Iowa: Blackwell Pub; 2004. Available from: <http://www.loc.gov/catdir/toc/ecip0413/2004001461.html>

5.

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

6.

NetLibrary, Inc. Harvard business review on advances in strategy [Internet]. 2nd Edition. Vol. The Harvard business review paperback series. Boston: Harvard Business School Press; 2002. Available from: <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 [Internet]. 2003;31(4):485–96. Available from: <http://www.jstor.org/stable/3211372>

8.

Wirth L. Urbanism as a Way of Life. American Journal of Sociology [Internet]. 1938;44(1):1–24. Available from: <http://www.jstor.org/stable/2768119>

9.

Thomson, Peninah, Lloyd, Tom. Women & the new business leadership [Internet]. Palgrave Macmillan; 2011. Available from: <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.

Kotter P, Ciriacy M. Xylose fermentation by *Saccharomyces cerevisiae*. Applied Microbiology and Biotechnology [Internet]. 1993 Mar;38(6):776–83. Available from: <http://dx.doi.org/10.1007/BF00167144>

11.

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

12.

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

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

13.

Baxevanis A, Cuellette BF, Ouellette BFF. 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. Available from:  
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-5885/issues](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-5885/issues)

16.

Hammond E. 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. p. 1-10.

17.

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.

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, 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 [Internet]. Available from:  
<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. 2010 Sep;23(3):199-222.

23.

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>

24.

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

25.

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

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. 2010 May 11;40(03):823-5.

27.

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