

Product Innovation Management 2.2 (Summer 2013)

[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.

40 items

Core Texts (13 items)

These texts are essential for this module and will be used and referenced throughout the module in lectures, tutorials and also within this reading list

The essential persona lifecycle: your guide to building and using personas, by Pruitt, John; Adlin, Tamara, 2010

Book

Harvard business review on advances in strategy, by NetLibrary, Inc, c2002

Book

Women & the new business leadership, by Thomson, Peninah; Lloyd, Tom, 2011

Book

Exploring Critical Sociological Thinking - in Teaching Sociology, by Liz Grauerholz and Sharon Bouma-Holtrop, 2003

Article

Xylose fermentation by *Saccharomyces cerevisiae* - in Applied Microbiology and Biotechnology, by Peter Kotter; Michael Ciriacy, 1993-3

Article

Urbanism as a Way of Life - in American Journal of Sociology, by Louis Wirth, 1938

Article

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Journal of Product Innovation Management

Journal | **Super important** | This journal should be a go-to resource for you, read its articles regularly and stay up-to-date with new ideas and research about product innovation. I expect to see evidence of wider reading in your assignments and expect that articles from this journal will show up as one of your sources

Bioinformatics: a practical guide to the analysis of genes and proteins, by Baxevasis, Andreas D.; Ouellette, B. F. Francis, 2004

Book

Innovation management and new product development, by Trott, Paul, c2012

Book | **Super important** | This book will be referenced a lot during the course of our

lectures and tutorials as it has some exercises which will help you.

Product Lifecycle Management, by Saaksvuori, Antti; Immonen, Anselmi, 2005

[Book](#) | **Very important**

Lecture 3 (2 items)

This week we will explore examples of innovation

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

[Article](#)

You Can't Innovate Like Apple

[Webpage](#)

Lecture 4

Introduction to the Product Lifecycle

Lecture 5 (9 items)

This week takes a look at the new product development processes and what drives them

The PDMA handbook of new product development, by Kenneth B. Kahn; Product Development & Management Association; ebrary, Inc, c2013

[Book](#) | **Quite important**

Managing innovation: integrating technological, market and organizational change, by Tidd, Joseph; Bessant, J. R., c2009

[Book](#) | **Super important** | Another important text which will be used heavily, this book will help you with a rounded approach to innovation and thinking widely

The persona lifecycle: keeping people in mind throughout product design, by Pruitt, John; Adlin, Tamara, 2006

[Book](#) | **Quite important**

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. - in The Journal of Economic History, by Richard Hydell, 2010-5-11

[Article](#) | **Quite important**

Lecture 1 (4 items)

This week we will be looking at defining innovation, where it is found and how we recognise it. The following should be read before your lectures and tutorials this week

Success Factors of Product Innovation: An Updated Meta-Analysis - in Journal of Product Innovation Management, by Heiner Evanschitzky; Martin Eisend; Roger J. Calantone; Yuanyuan Jiang, 2012-12

[Article](#) | **Very important**

Chapter 1 of Innovation management and new product development - in Innovation management and new product development, by Evey Hammond, c2012

Chapter | Super important

Managing strategic innovation and change: a collection of readings, by Tushman, Michael L.; Anderson, Philip, 2004

Book

Measuring the adoption of innovation. A typology of EU countries based on the Innovation Survey - in Innovation: The European Journal of Social Science Research, by Corinne Autant-Bernard; Sylvie Chalaye; Fabio Manca; Rosina Moreno; Jordi Suriñach, 2010-09

Article

Weekly Readings

Lecture 2 (1 items)

This week we will explore types of innovation

Chapter 2 & 3 of Innovation management and new product development - in Innovation management and new product development, c2012

Chapter

Recommended (1 items)

Reading these texts will be very useful to you but is not essential

Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, by Clayton M. Christensen, 2000

Book | Quite important

Managing innovation: integrating technological, market and organizational change, by Tidd, Joseph; Bessant, J. R., c2009

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Women & the new business leadership, by Thomson, Peninah; Lloyd, Tom, 2011

Book

Women & the new business leadership, by Thomson, Peninah; Lloyd, Tom, 2011

Book

Managing strategic innovation and change: a collection of readings, by Tushman, Michael L.; Anderson, Philip, 2004

Book

Managing strategic innovation and change: a collection of readings, by Tushman, Michael L.; Anderson, Philip, 2004

Book

Women & the new business leadership, by Thomson, Peninah; Lloyd, Tom, 2011

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Test

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Managing innovation: integrating technological, market and organizational change, by Tidd, Joseph; Bessant, J. R., c2009

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book

Molecular cloning: a laboratory manual, by Sambrook, Joseph; Russell, David W., c2001

Book