

Product Innovation Management 2.2 (Summer 2013)

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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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Christensen, C.M. 2000. *Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Penguin Books Australia.

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

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You Can't Innovate Like Apple:

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

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Journal of Product Innovation Management.