

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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Pruitt, John, Adlin, Tamara. *The Essential Persona Lifecycle: Your Guide to Building and Using Personas*. Morgan Kaufmann; 2010.

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<http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=79110>

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Thomson, Peninah, Lloyd, Tom. *Women & the New Business Leadership*. Palgrave Macmillan; 2011.

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Liz Grauerholz and Sharon Bouma-Holtrop. *Exploring Critical Sociological Thinking*. *Teaching Sociology*. 2003;31(4):485-496. <http://www.jstor.org/stable/3211372>

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Kotter P, Ciriacy M. Xylose fermentation by *Saccharomyces cerevisiae*. *Applied*

Microbiology and Biotechnology. 1993;38(6):776-783. doi:10.1007/BF00167144

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Wirth L. Urbanism as a Way of Life. American Journal of Sociology. 1938;44(1):1-24.
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Sambrook, Joseph, Russell, David W. Molecular Cloning: A Laboratory Manual. 3rd ed. Cold Spring Harbor Laboratory Press; 2001.

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Journal of Product Innovation Management.
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Baxevanis, Andreas D., Ouellette, B. F. Francis. Bioinformatics: A Practical Guide to the Analysis of Genes and Proteins. 3rd ed. Wiley; 2004.

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Trott, Paul. Innovation Management and New Product Development. 5th ed. Financial Times/Prentice Hall; 2012.

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

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Emerald | Advances in Business Marketing and Purchasing | Volume 13 - Managing Product Innovation. <http://www.emeraldinsight.com/books.htm?issn=1069-0964&volume=13>

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You Can't Innovate Like Apple.

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

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Kahn KB, Product Development & Management Association, ebrary, Inc. The PDMA Handbook of New Product Development. 3rd ed. Wiley; 2013.

<http://site.ebrary.com/lib/nottinghamtrent/Doc?id=10632132>

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Tidd, Joseph, Bessant, J. R. Managing Innovation: Integrating Technological, Market and Organizational Change. 4th ed. Wiley; 2009.

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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.

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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;40(03):823-825. doi:10.1017/S0022050700093621

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Evanschitzky H, Eisend M, Calantone RJ, Jiang Y. Success Factors of Product Innovation: An Updated Meta-Analysis. Journal of Product Innovation Management. 2012;29(29):21-37. doi:10.1111/j.1540-5885.2012.00964.x

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Hammond E. Chapter 1 of Innovation management and new product development. In: Innovation Management and New Product Development. 5th ed. Financial Times/Prentice Hall; 2012:1-10.

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Tushman, Michael L., Anderson, Philip. *Managing Strategic Innovation and Change: A Collection of Readings*. 2nd ed. Oxford University Press; 2004.

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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;23(3):199-222.
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Thomson, Peninah, Lloyd, Tom. *Women & the New Business Leadership*. Palgrave Macmillan; 2011.
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Sambrook, Joseph, Russell, David W. *Molecular Cloning: A Laboratory Manual*. 3rd ed. Cold Spring Harbor Laboratory Press; 2001.

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