

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. San Francisco, Calif: : Morgan Kaufmann 2010.
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NetLibrary, Inc. Harvard business review on advances in strategy. 2nd Edition. Boston: : Harvard Business School Press 2002.
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Thomson, Peninah, Lloyd, Tom. Women & the new business leadership. Palgrave Macmillan 2011.
<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>

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Liz Grauerholz and Sharon Bouma-Holtrop. Exploring Critical Sociological Thinking. Teaching Sociology 2003;31:485–96.
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Kotter P, Ciriacy M. Xylose fermentation by *Saccharomyces cerevisiae*. Applied

Microbiology and Biotechnology 1993;**38**:776–83. doi:10.1007/BF00167144

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Wirth L. Urbanism as a Way of Life. American Journal of Sociology 1938;**44**:1–24.<http://www.jstor.org/stable/2768119>

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Sambrook, Joseph, Russell, David W. Molecular cloning: a laboratory manual. 3rd ed. Cold Spring Harbor, N.Y.: : Cold Spring Harbor Laboratory Press 2001.

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Journal of Product Innovation Management.
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-5885/issues](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-5885/issues)

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Baxevanis, Andreas D., Ouellette, B. F. Francis. Bioinformatics: a practical guide to the analysis of genes and proteins. 3rd ed. New York: : Wiley 2004.

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Trott, Paul. Innovation management and new product development. 5th ed. Harlow, England: : Financial Times/Prentice Hall 2012.

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Saaksvuori, Antti, Immonen, Anselmi. Product Lifecycle Management. Second Edition. Berlin, Heidelberg: : 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. Hoboken, N.J.: : 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. Hoboken, N.J.: : Wiley 2009.

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Pruitt, John, Adlin, Tamara. The persona lifecycle: keeping people in mind throughout product design. London: : 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**:823-5. doi:10.1017/S0022050700093621

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Evanschitzky H, Eisend M, Calantone RJ, et al. Success Factors of Product Innovation: An Updated Meta-Analysis. Journal of Product Innovation Management 2012;**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. Harlow, England: : Financial

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Christensen CM. Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. abridged edition. Hawthorn: : Penguin Books Australia 2000.

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