

## 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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1.

Pruitt, John & Adlin, Tamara. The essential persona lifecycle: your guide to building and using personas. (Morgan Kaufmann, 2010).

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NetLibrary, Inc. Harvard business review on advances in strategy. vol. The Harvard business review paperback series (Harvard Business School Press, 2002).

3.

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 **31**, 485–496 (2003).

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Kotter, P. & Ciriacy, M. Xylose fermentation by *Saccharomyces cerevisiae*. Applied Microbiology and Biotechnology **38**, 776–783 (1993).

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Wirth, L. Urbanism as a Way of Life. *American Journal of Sociology* **44**, 1–24 (1938).

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Sambrook, Joseph & Russell, David W. *Molecular cloning: a laboratory manual*. (Cold Spring Harbor Laboratory Press, 2001).

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*Journal of Product Innovation Management*.

9.

Baxevanis, Andreas D. & Ouellette, B. F. Francis. *Bioinformatics: a practical guide to the analysis of genes and proteins*. (Wiley, 2004).

10.

Trott, Paul. *Innovation management and new product development*. (Financial Times/Prentice Hall, 2012).

11.

Saaksvuori, Antti & Immonen, Anselmi. *Product Lifecycle Management*. (Springer Berlin · Heidelberg, 2005).

12.

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

13.

You Can't Innovate Like Apple.

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

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Kahn, K. B., Product Development & Management Association, & ebrary, Inc. The PDMA handbook of new product development. (Wiley, 2013).

15.

Tidd, Joseph & Bessant, J. R. Managing innovation: integrating technological, market and organizational change. (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 **40**, 823–825 (2010).

18.

Evanschitzky, H., Eisend, M., Calantone, R. J. & Jiang, Y. Success Factors of Product Innovation: An Updated Meta-Analysis. Journal of Product Innovation Management **29**, 21–37 (2012).

19.

Hammond, E. Chapter 1 of Innovation management and new product development. in Innovation management and new product development 1–10 (Financial Times/Prentice Hall, 2012).

20.

Tushman, Michael L. & Anderson, Philip. Managing strategic innovation and change: a collection of readings. (Oxford University Press, 2004).

21.

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* **23**, 199–222 (2010).

22.

Trott, Paul. Chapter 2 & 3 of *Innovation management and new product development*. in *Innovation management and new product development* (Financial Times/Prentice Hall, 2012).

23.

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

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Tidd, Joseph & Bessant, J. R. *Managing innovation: integrating technological, market and organizational change*. (Wiley, 2009).

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Sambrook, Joseph & Russell, David W. *Molecular cloning: a laboratory manual*. (Cold Spring Harbor Laboratory Press, 2001).

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Thomson, Peninah & Lloyd, Tom. *Women & the new business leadership*. (Palgrave Macmillan, 2011).

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