

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.

1.

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

2.

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).

4.

Liz Grauerholz and Sharon Bouma-Holtrop. Exploring Critical Sociological Thinking. Teaching Sociology **31**, 485–496 (2003).

5.

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

6.

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

7.

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

8.

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>.

14.

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).

16.

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).

17.

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).

24.

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

25.

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

26.

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

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

28.

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

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

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