

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, San Francisco, Calif (2010).
2.

NetLibrary, Inc: Harvard business review on advances in strategy. Harvard Business School Press, Boston (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). <https://doi.org/10.1007/BF00167144>.

6.

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, Cold Spring Harbor, N.Y. (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. Wiley, New York (2004).

10.

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

11.

Saaksvuori, Antti, Immonen, Anselmi: Product Lifecycle Management. Springer Berlin Heidelberg, Berlin, Heidelberg (2005).

12.

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

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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, Hoboken, N.J. (2013).

15.

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

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Pruitt, John, Adlin, Tamara: The persona lifecycle: keeping people in mind throughout product design. Elsevier Academic, London (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). <https://doi.org/10.1017/S0022050700093621>.

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). <https://doi.org/10.1111/j.1540-5885.2012.00964.x>.

19.

Hammond, E.: Chapter 1 of Innovation management and new product development. In: Innovation management and new product development. pp. 1-10. Financial Times/Prentice Hall, Harlow, England (2012).

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Tushman, Michael L., Anderson, Philip: Managing strategic innovation and change: a collection of readings. Oxford University Press, Oxford (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).
<https://doi.org/10.1080/13511610.2010.547739>.

22.

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

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

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

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

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

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

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

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