MSIN7019: Innovation in the Enterprise: Hugh Varilly



Ahmed, Pervaiz K., and Charles Shepherd. 2010a. Innovation Management: Context, Strategies, Systems, and Processes. Harlow: Financial Times Prentice Hall.

Ahmed, Pervaiz K., and Charles Shepherd. 2010b. Innovation Management: Context, Strategies, Systems, and Processes. Harlow: Financial Times Prentice Hall.

Ahmed, Pervaiz K., and Charles Shepherd. 2010c. Innovation Management: Context, Strategies, Systems, and Processes. Harlow: Financial Times Prentice Hall.

Ahmed, Pervaiz K., and Charles Shepherd. 2010d. Innovation Management: Context, Strategies, Systems, and Processes. Harlow: Financial Times Prentice Hall.

Ahmed, Pervaiz K., and Charles Shepherd. 2010e. Innovation Management: Context, Strategies, Systems, and Processes. Harlow: Financial Times Prentice Hall.

Ahmed, Pervaiz K., and Charles Shepherd. 2010f. Innovation Management: Context, Strategies, Systems, and Processes. Harlow: Financial Times Prentice Hall.

Anon. 2013a. THE ENTREPRENEURIAL STATE: DEBUNKING PUBLIC VS. PRIVATE SECTOR MYTHS. ANTHEM PRESS.

Anon. 2013b. THE ENTREPRENEURIAL STATE: DEBUNKING PUBLIC VS. PRIVATE SECTOR MYTHS. ANTHEM PRESS.

Blank, Steve. 2013. 'Why the Lean Start-Up Changes Everything'. Harvard Business Review 91(5):63–72.

Blank, Steven G. 2006. The Four Steps to the Epiphany: Successful Strategies for Products That Win. 2nd ed. [Foster City, Calif.]: Cafepress.com.

Blank, Steven G. 2014. Holding a Cat by the Tail. First edition. [United States]: K&S Ranch.

Chesbrough, Henry William. 2006a. Open Business Models: How to Thrive in the New Innovation Landscape. Boston: Harvard Business School Press.

Chesbrough, Henry William. 2006b. Open Innovation: The New Imperative for Creating and Profiting from Technology. Boston, Mass: Harvard Business School Press.

Chesbrough, Henry William. 2006c. Open Innovation: The New Imperative for Creating and

Profiting from Technology. Boston, Mass: Harvard Business School Press.

Chesbrough, Henry William. 2011. Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era. First edition. San Francisco, CA: Jossey-Bass, a Wiley Imprint.

Christensen, Clayton M. 1997a. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Vol. The management of innovation and change series. Boston, Mass: Harvard Business School Press.

Christensen, Clayton M. 1997b. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Vol. The management of innovation and change series. Boston, Mass: Harvard Business School Press.

Christensen, Clayton M., and Michael E. Raynor. 2013a. The Innovator's Solution: Creating and Sustaining Successful Growth. Boston, Massachusetts: Harvard Business Review Press.

Christensen, Clayton M., and Michael E. Raynor. 2013b. The Innovator's Solution: Creating and Sustaining Successful Growth. Boston, Massachusetts: Harvard Business Review Press.

Cooper, Brant, and Patrick Vlaskovits. 2013a. The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets. Hoboken, N.J.: Wiley. Cooper, Brant, and Patrick Vlaskovits. 2013b. The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets. Hoboken, N.J.: Wiley. Derman, Emanuel. 2011. Models Behaving Badly: Why Confusing Illusion with Reality Can Lead to Disaster, on Wall Street and in Life. Chichester: Wiley.

Gladwell, Malcolm. 2005. The Tipping Point: How Little Things Can Make a Big Difference. Abridged edition. London: Little, Brown Book Group.

Govindarajan, Vijay, and Chris Trimble. 2012. Reverse Innovation: Create Far from Home, Win Everywhere. Boston, Massachusetts: Harvard Business Review Press.

Grant, Robert M. 2012. Foundations of Strategy. Hoboken, N.J. Wiley and Sons.

Johnson, Steven. 2014. How We Got to Now: Six Innovations That Made the Modern World. London: Particular Books, an imprint of Penguin Books.

Keeley, Larry. 2013. Ten Types of Innovation: The Discipline of Building Breakthroughs. Hoboken, N.J.: Wiley.

Lafley, A. G., and Roger L. Martin. 2013. Playing to Win: How Strategy Really Works. Boston, Mass: Harvard Business Review Press.

Liker, Jeffrey K. 2004. The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer. New York: McGraw-Hill.

Michael L. George. n.d. Lean Six Sigma for Service . McGraw-Hill.

Moore, Geoffrey A. 2006a. Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution. Chichester: Capstone.

Moore, Geoffrey A. 2006b. Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution. Chichester: Capstone.

Moore, Geoffrey A. 2014. Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers. Third edition. New York, NY: HarperBusiness.

Osterwalder, Alexander, and Yves Pigneur. 2010a. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, N.J.: Wiley.

Osterwalder, Alexander, and Yves Pigneur. 2010b. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, N.J.: Wiley.

Osterwalder, Alexander, Yves Pigneur, Greg Bernarda, and Alan Smith. 2014. Value Proposition Design. Vol. Strategyzer series. Hoboken, New Jersey: Wiley.

Perez, Carlota. 2002. Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages. Cheltenham, UK: Edward Elgar Pub.

Prahalad, C. K. 2010. The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits. Rev, and updated 5th anniversary ed. Upper Saddle River, N.J.: Prentice Hall.

Prahalad, C. K., and Venkatram Ramaswamy. 2006. The Future of Competition: Co-Creating Unique Value with Customers. Haryana, India: Penguin Portfolio.

Ramaswamy, Venkatram, and Francis J. Gouillart. 2010. The Power of Co- Creation: Build It with Them to Boost Growth, Productivity, and Profits. New York: Free Press.

Ries, Eric. 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Business.

Rogers, Everett M. 2003. Diffusion of Innovations. 5th ed. New York: Free Press.

Smith, David. 2015a. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Smith, David. 2015b. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Smith, David. 2015c. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Smith, David. 2015d. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Smith, David. 2015e. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Smith, David. 2015f. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Smith, David. 2015g. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education.

Tapscott, Don, and Anthony D. Williams. 2008. Wikinomics: How Mass Collaboration Changes Everything. Expanded ed. London: Atlantic.

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

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

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

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

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

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

Visit Amazon's Howard Schultz Pagesearch results Howard Schultz Joanne Gordon. n.d. Onward: How Starbucks Fought For Its Life Without Losing Its Soul. John Wiley & Sons; 1 edition (13 April 2011).