

MSIN7019: Innovation in the Enterprise: Hugh Varilly

View Online



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

---. *Innovation Management: Context, Strategies, Systems, and Processes*. Harlow: Financial Times Prentice Hall, 2010. Print.

---. *Innovation Management: Context, Strategies, Systems, and Processes*. Harlow: Financial Times Prentice Hall, 2010. Print.

---. *Innovation Management: Context, Strategies, Systems, and Processes*. Harlow: Financial Times Prentice Hall, 2010. Print.

---. *Innovation Management: Context, Strategies, Systems, and Processes*. Harlow: Financial Times Prentice Hall, 2010. Print.

---. *Innovation Management: Context, Strategies, Systems, and Processes*. Harlow: Financial Times Prentice Hall, 2010. Print.

Blank, Steve. 'Why the Lean Start-Up Changes Everything'. *Harvard Business Review* 91.5 (2013): 63–72. Web.

<<http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,shib&db=bth&AN=87039866&site=ehost-live&scope=site>>.

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

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

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

---. *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Boston, Mass: Harvard Business School Press, 2006. Print.

---. *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Boston, Mass: Harvard Business School Press, 2006. Print.

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

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

---. *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. The management of innovation and change series. Boston, Mass: Harvard Business School Press, 1997. Print.

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

---. *The Innovator's Solution: Creating and Sustaining Successful Growth*. Boston, Massachusetts: Harvard Business Review Press, 2013. Print.

Cooper, Brant, and Patrick Vlaskovits. *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets*. Hoboken, N.J.: Wiley, 2013. Web. <<http://proquest.safaribooksonline.com/?uiCode=ucl&xmlId=9781118331866>>.

---. *The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets*. Hoboken, N.J.: Wiley, 2013. Web. <<http://proquest.safaribooksonline.com/?uiCode=ucl&xmlId=9781118331866>>.

Derman, Emanuel. *Models Behaving Badly: Why Confusing Illusion with Reality Can Lead to Disaster, on Wall Street and in Life*. Chichester: Wiley, 2011. Print.

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

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

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

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

Keeley, Larry. *Ten Types of Innovation: The Discipline of Building Breakthroughs*. Hoboken, N.J.: Wiley, 2013. Web. <<http://ebookcentral.proquest.com/lib/ucl/detail.action?docID=1180146>>.

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

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

Michael L. George. *Lean Six Sigma for Service*. McGraw-Hill. Print.

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

- . Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution. Chichester: Capstone, 2006. Print.
- . Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution. Chichester: Capstone, 2006. Print.
- Osterwalder, Alexander et al. Value Proposition Design. Strategyzer series. Hoboken, New Jersey: Wiley, 2014. Web. <<http://UCL.ebib.com/patron/FullRecord.aspx?p=1887760>>.
- Osterwalder, Alexander, and Yves Pigneur. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, N.J.: Wiley, 2010. Print.
- . Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, N.J.: Wiley, 2010. Print.
- Perez, Carlota. Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages. Cheltenham, UK: Edward Elgar Pub, 2002. Print.
- Prahalad, C. K. 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, 2010. Print.
- Prahalad, C. K., and Venkatram Ramaswamy. The Future of Competition: Co-Creating Unique Value with Customers. Haryana, India: Penguin Portfolio, 2006. Print.
- Ramaswamy, Venkatram, and Francis J. Gouillart. The Power of Co- Creation: Build It with Them to Boost Growth, Productivity, and Profits. New York: Free Press, 2010. Print.
- Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Business, 2011. Print.
- Rogers, Everett M. Diffusion of Innovations. 5th ed. New York: Free Press, 2003. Print.
- Smith, David. Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- . Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- . Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- . Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- . Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- . Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- . Exploring Innovation. 3rd ed. London: McGraw-Hill Higher Education, 2015. Print.
- Tapscott, Don, and Anthony D. Williams. Wikinomics: How Mass Collaboration Changes Everything. Expanded ed. London: Atlantic, 2008. Print.

THE ENTREPRENEURIAL STATE: DEBUNKING PUBLIC VS. PRIVATE SECTOR MYTHS. ANTHEM PRESS, 2013. Print.

---. ANTHEM PRESS, 2013. Print.

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

---. Managing Innovation: Integrating Technological, Market and Organizational Change. 4th ed. Chichester: Wiley, 2009. Print.

---. Managing Innovation: Integrating Technological, Market and Organizational Change. 4th ed. Chichester: Wiley, 2009. Print.

---. Managing Innovation: Integrating Technological, Market and Organizational Change. 4th ed. Chichester: Wiley, 2009. Print.

---. Managing Innovation: Integrating Technological, Market and Organizational Change. 4th ed. Chichester: Wiley, 2009. Print.

---. Managing Innovation: Integrating Technological, Market and Organizational Change. 4th ed. Chichester: Wiley, 2009. Print.

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

<http://www.amazon.co.uk/Onward-Starbucks-Fought-Without-Losing/dp/0470977647/ref=sr_1_1?s=books&ie=UTF8&qid=1416912629&sr=1-1&keywords=howard+schultz>.