ME553 Supplemental Book List

Innovation on Demand: New Product Development Using TRIZ [Hardcover]
Victor Fey (Author), Eugene Rivin (Author)

The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth [Hardcover]
David Silverstein (Author), Philip Samuel (Author), Neil DeCarlo (Author)

And Suddenly the Inventor Appeared: TRIZ, the Theory of Inventive Problem Solving [Paperback]
Genrich Altshuller (Author)
http://www.amazon.com/Suddenly-Inventor-Appeared-Inventive-Problem/dp/0964074028

Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean [Hardcover]
Roberto Verganti (Author)

Innovation Tournaments: Creating and Selecting Exceptional Opportunities [Hardcover]
Christian Terwiesch (Author), Karl Ulrich (Author)

The Fortune at the Bottom of the Pyramid, Revised and Updated 5th Anniversary Edition: Eradicating Poverty Through Profits [Hardcover]
C. K. Prahalad (Author)
http://www.amazon.com/Fortune-Pyramid-Revised-Updated-Anniversary/dp/0137009275

Innovator's Toolkit: 10 Practical Strategies to Help You Develop and Implement Innovation (Harvard Business Essentials) [Paperback]
Harvard Business School Press (Compiler)

Seizing the White Space: Business Model Innovation for Growth and Renewal [Hardcover]
A. G. Lafley (Foreword), Mark W. Johnson (Author)
We Are Like That Only: Understanding the Logic of Consumer India [Hardcover]
Rama Bijapurkar (Author)
http://www.amazon.com/Are‐Like‐That‐Only‐Understanding/dp/067099944X

Creating Breakthrough Products: Innovation from Product Planning to Program Approval [Paperback]
Craig M. Vogel (Author), Jonathan Cagan (Author)
http://www.amazon.com/Creating‐Breakthrough‐Products‐Innovation‐Planning/dp/0132618621

Design-inspired Innovation [Paperback]
James M. Utterback (Author), Bengt‐Arne Vedin (Author), Eduardo Alvarez (Author), Sten Ekman (Author), Susan Walsh Sanderson (Author), Bruce Tether (Author), Roberto Verganti (Author)

The Innovator's Solution: Creating and Sustaining Successful Growth [Hardcover]
Clayton M. Christensen (Author), Michael E. Raynor (Author)

The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business (Collins Business Essentials) [Paperback]
Clayton M. Christensen (Author)

Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies) [Paperback]
Bill Buxton (Author)
http://www.amazon.com/Sketching‐User‐Experiences‐Interactive‐Technologies/dp/0123740371