

The following is a reading list recommended by Michael Abbott the lead lecturer for the Blue Economy Initiative Workshop 3 through WIPO.

Customer Discover and Talking to People

Talking to Humans - Giff Constable

If I understood you would I have this look on my face? - Alan Alda

The Mom Test - Rob Fitzpatrick

The Art of Asking - Amanda Palmer's

The Innovator's Method: Bringing the lean start-up into your organization - Nathan Furr, Jeffrey Dyer

Testing with Humans - Giff Constable

General Business Strategy, Theories, and Advice

Implementing Enterprise Risk Management: From Methods to Applications / Edition 1 - James Lam
3/2017

Disciplined Entrepreneurship - Bill Aulet

Exponential Organizations - Salim Ismail

Seeing What's Next - Clayton Christensen

Competing Against Luck - Clayton Christensen

Jobs to be Done - Anthony Ulwick

Jobs to be Done, a Roadmap - Stephen Wunker

Poke the Box - Seth Godin

Purple Cow - Seth Godin

The Big Moo - Seth Godin

The Dip - Seth Godin

Good to Great, Jim Collins

Made to Stick - Chip Heath and Dan Heath

Marketers, Managers and the Parable of the Monkey Tree

The Lean Startup - Eric Ries

The Innovators Dilemma - Clayton Christensen

The Innovators Solution - Clayton Christensen

The Long Tail - Chris Anderson

Freakonomics - Steven Levitt and Stephen Dubner

The Tipping Point - Malcolm Gladwell

Crossing the Chasm - Geoffrey Moore

Escape Velocity - Geoffrey Moore

New Product Blueprinting - Dan Adams

What Customers Want - Anthony Ulwick

The New Killer Apps - Chunka Mui, Paul Carroll

The Startup Owners Manual - Steve Blank

Little Bets - Peter Sims

The Startup Way - Eric Reis

The Mentor Myth : How to take control of your own situation - Debby Carreau

Cost-O-Vation : Stephen Wunker

Measure What Matters - John Doerr

Dear Founder - Maynard Webb

The Hard Thing About Hard Things – Ben Horowitz

The Statue in the Stone - Scott Burelson (doesn't understand Jobs vs Criteria - almost gets what vs why BUT thinks customers are bad at identifying good solutions AND thinks they CAN articulate jobs.)

Inspired - Marty Cagen (Product Management for tech companies)

Lead from the Future - Mark Johnson

The Secret Lives of Customers - David Duncan

The JTBD Playbook - Jim Kalbach

Behavioral Strategy and Studies / Psychology

Blink - Malcolm Gladwell

The Happiness Hypothesis - Jonathan Haidt

The Righteous Mind - Jonathan Haidt

Mindset - Carol Dwek

Drive - Daniel Pink

Cultureship - Jason Bingham

Thinking Fast & Slow - Nobel Prize winner Daniel Kahneman,

What the Most Successful People Do Before Breakfast: A Short Guide to Making Over Your Mornings - Laura Vanderkam

You Are Now Less Dumb - David McRaney
Predictably Irrational - Dan Ariely 2008
Outliers - Malcolm Gladwell
Decisive - Chip and Dan Heath
Originals - Adam Grant
Tribes - Seth Godin
Talking to Strangers - Malcolm Gladwell
Weapons of Math Destruction - Cathy O'Neil
The Bomber Mafia - Malcolm Gladwell
What the Dog Saw - Malcolm Gladwell
Noise - Daniel Kahneman
Welcome to the Monkey House - Kurt Vonnegut
What do you Care What Others Think - Richard Feynman
The Innovator's Method - Nathan Furr
Noise - Daniel Kahneman
Influence, New and Expanded: The Psychology of Persuasion - Robert Cialdini

Design, Creativity and Related Tools (also includes business tools)

The Art of Innovation - Tom Kelley
Inside the Box, A Proven System of Creativity for Breakthrough Results - Dan Ariely
Old Masters Young Geniuses - David Galenson ISBN-13:9780691133805
Draw to Win - Dan Roam
101 Design Methods, A structured approach for driving innovation in your organization - Vijay Kumar
Design a Better Business - multiple contributors
Innovating for People - Luma Institute
Business Model Generation - Alexander Osterwalder
Value Proposition Design - Alexander Osterwalder
Change by Design - Tim Brown
Sprint - Jake Knapp
Moonwalking with Einstein - Joshua Foer

Case Studies

Who Says Elephants Can't Dance? - Louis Gerstner, Jr.

The Fish that Ate the Whale - Rich Cohen

Code Name Ginger - Steve Kemper

How Science Goes Wrong - The Economist (article)

The Entrepreneurial State - Mariana Mazzucato

Tell to Win - Peter Gruber

Without Their Permission - Alexis Ohanian

Skunkworks - Ben Rich

Hillbilly Elegy - J.D. Vance

Risk Management

Implementing Enterprise Risk Management - James Lamb

Fail Better: Design Smart Mistakes and Succeed Sooner by Anjali Sastry and Kara Penn, Harvard Business Review Press (October 14, 2014)

Angel Investing - and other investing

Early Exits - Basil Peters

Measuring What Matters - John Doerr

Other Interesting Stuff I Don't Know How To Classify

Industrial internet?

Two lives of a hero - William Hillcourt

Brief answers to Big Questions - Stephen Hawking

The Art of War - Sun Tzu

World Peace and Other Fourth Grade Achievements - John Hunter

"The Black Swan: The impact of the highly improbable" - Nassim Taleb

Moonwalking with Einstein - Joshua Foer