

## Reading List

- Adapt: why success always starts with failure (Harford)
- Steal like an artist: 10 things nobody told you about being creative (Kleon)
- Where good ideas come from: The natural history of innovation (Johnson)
- The little black book of innovation: how it works; how to do it (Anthony)
- The myth of innovation (Berkun)
- The art of innovation (Kelley)
- Change the culture, change the game (Connors)
- The other side of innovation: solving the execution challenge (Govindarajan)
- Taking people with you: the only way to make BIG things happen (Novak)
- In pursuit of elegance (May)
- Enchantment: The art of changing hearts, minds and actions (Kawasaki)
- Start with why (Sinek)
- To sell is human (Pink)
- The work of hope (Harwood) (Free download: <http://workofhope.theharwoodinstitute.org/>)
- Marketing Myopia (Levitt), Harvard Business Review, 1960
- Think like a startup (Mathews), <http://goo.gl/uQ1eE>
- Fresh copy: how Ursula Burns Reinvented Xerox: <http://goo.gl/ZFZ1m>