

Literature

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- **W. Chan Kim and Renée Mauborgne, Blue Ocean Strategy, 2015, 2. Edition.** The new edition does not vary much from the 2005 original. Blue Ocean is still the “must read” for want to be business innovators.
- **Alexander Osterwalder, Yves Pigneur et al., Value Proposition Design, 2014.** Read “Business Model Generation” by the same authors first. Then value proposition design will add value.
- **John P. Kotter, Accelerate, 2014.** Intriguing new ideas on building strategic agility for a faster-moving world from the grandmaster of change.
 - **Oliver Gassmann, Karolin Frankenberg, Michaela Csik, The Business Model Navigator, 2014.** Overview over 55 generic business models. Many overlaps between the business models.
- **Alexander Osterwalder, Yves Pigneur et al., Business Model Generation, 2010.** Excellent business model canvas. However, Blue Ocean is better to ignite the first spark. Use the canvas to complement the picture.

- **Mark W. Johnson, Seizing the white Space, Business Model Innovation for Growth and Renewal, 2010.**
Special emphasis on value creation and profit formulas.
- **Gary Hamel, The Future of Management, 2007.**
Revolutionary thinking beyond business model innovation.
- **William Duggan, Strategic Intuition, 2007.**
The creative spark in human achievement shows the weaknesses of strategic analysis planning.