

### Reading List

Utgoff Consulting's approach, methods, tools and techniques are informed by a variety of management disciplines including marketing and sales, innovation, entrepreneurship, planning, and business strategy; this is reflected in the recommended readings below.

David A. Aaker. Developing Business Strategies. Wiley. 1998.

Bhaskar Chakravorti. *The New Rules for Bringing Innovations to Market*. Harvard Business Review. March 2004.

Henry Chesbrough. Open Innovation: The New Imperative for Creating and Profiting from Technology. Harvard Business School Press. 2003.

Clayton M. Christensen. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. 1997. Harvard Business School Press.

Peter F. Drucker. Innovation and Entrepreneurship. Harper & Row. 1985.

Sarah Kaplan and Eric D. Beinhocker. *The Real Value of Strategic Planning*. Sloan Management Review. Winter 2003.

Philip Kotler. Kotler on Marketing: How to Create, Win, and Dominate Markets. The Free Press. 1999.

Nirmalya Kumar. Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation. Harvard Business School Press. 2004.

Theodore Levitt. *Marketing Myopia*, Harvard Business Review. September-October 1975.

Theodore Levitt. *Marketing Success Through Differentiation – of Anything*. Harvard Business Review. January-February 1980.

Geoffrey A. Moore. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. Harper Business. 1991.

Henry Petroski. The Evolution Of Useful Things: How Everyday Artifacts – From Forks And Pins To Paper Clips And Zippers – Came To Be As They Are. Alfred A. Knopf. 1992.

Michael E. Porter. Competitive Strategy: Techniques for Analyzing Industries and Competitors. The Free Press. 1980.

Edward B. Roberts. Entrepreneurs In High Technology: Lessons From MIT And Beyond. Oxford University Press. 1991.

William A. Sahlmann. *How to Write a Great Business Plan*, Harvard Business Review. July-August 1997.

William L. Shanklin and John K. Ryans, Jr. Essentials of Marketing High Technology. Lexington Books. 1984.

Raymond W. Smilor. Customer-Driven Marketing: Lessons from Entrepreneurial Technology Companies. Lexington Books. 1989.