



# Innovation Resources

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**All You Gotta Do Is Ask : Listen, Cultivate, Till, Fertilize, Pollinate, Sow & Harvest** / Chuck Yorke and Norman Bodek, c2005.

Empower every single worker to submit and implement creative improvement ideas. The focus of the ideas is to make work easier, more interesting and to build people's skills. When you inspire people to be creative, to solve problems around their own work area and allow them to grow from their own ideas, you end up with more motivated employees and a much more successful company.

**Change By Design : How Design Thinking Transforms Organizations and Inspires Innovation** / Tim Brown, c2009.

Change By Design introduces design thinking – the collaborative process by which the designer's sensibilities and methods are employed to match people's needs with what is technically feasible and a viable business strategy.

**How Breakthroughs Happen : The Surprising Truth About How Companies Innovate** / Andrew Hargadon, c2003.

Breakthroughs are the result of occupying a unique position in a networked landscape across which ideas, people, and artifacts travel and recombine in new ways. Inventors "borrow" existing ideas from an arena and then bring together the physical artifacts and the people necessary to apply those ideas elsewhere. This process, which Hargadon calls "technology brokering," has been the force behind numerous celebrated inventions. The author illustrates strategies for sourcing, nurturing, and exploiting ideas in new ways for new markets.

**Ideas Are Free : How the Idea Revolution is Liberating People and Transforming Organizations** / Alan G. Robinson, Dean M. Schroeder, 2003.

Front-line employees see a great many problems and opportunities that their managers don't, but most organizations fail to tap into this extraordinary potential source of revenue-enhancing, savings-generating ideas. Ideas Are Free sets out a roadmap for totally integrating ideas and idea management into the way companies are structured and operate. The authors show how to take advantage of this virtually free, perpetually renewing font of innovation.

**The Idea Generator : Quick and Easy Kaizen** / Bunji Tozawa, Norman Bodek ; edited by Shelly Rivoli and Beth Simone, c2002.

This book, in all its simplicity, has the power to generate overwhelming positive change wherever its concepts are implemented. A prime focus is to help generate tons of improvement ideas, more than you could ever imagine, from all employees, and empower them to install their own ideas! Therein lies the secret of why this creative revolution does not become a bureaucratic nightmare. This book tells you how to do it in a way that gives you an inspired workforce without any accompanying managerial headaches.

**Ideaspotting : How to Find Your Next Great Idea** / by Sam Harrison, c2006.

The next big idea is out there. You just have to know how to spot it. Creativity is crucial to business and design success. Through anecdotes, interviews, quotes, tips, creative exercises and success stories from the biggest corporations in the country, author Sam Harrison shows you how to think outside the box, then throw away the box for good. "One good idea is all you need to change your life; this book shows you how to find it."

**Innovate the Pixar Way : Business Lessons from the World's Most Creative Corporate Playground** / Bill Capodagli and Lynn Jackson, c2010.

Readers of this concise and accessible book will learn how to apply Pixar's secrets of success, which include the company's ability to turn visions into clear directives and its remarkable focus on detail, which translates into products of the utmost quality. Other lessons include how to hire creative people and always challenging the status quo.

**Innovation and Entrepreneurship : Practice and Principles** / Peter F. Drucker, c1985.

This was perhaps the first book to present innovation and entrepreneurship as purposeful and systematic discipline which explains and analyzes the challenges and opportunities of America's new entrepreneurial economy. A superbly practical book that explains what established businesses, public survey institutions, and new ventures have to know, have to learn, and have to do in today's economy and marketplace.

**The Innovator's Dilemma : the Revolutionary Book That Will Changed the Way You Do Business** / Clayton M. Christensen, c2003.

What do the Honda Supercub, Intel's 8088 processor, and hydraulic excavators have in common? They are all examples of disruptive technologies that helped to redefine the competitive landscape of their respective markets. These products did not come about as the result of successful companies carrying out sound business practices in established markets. In *The Innovator's Dilemma*, author Clayton M. Christensen shows how these and other products cut into the low end of the marketplace and eventually evolved to displace high-end competitors and their reigning technologies.

**Lean, Rapid, and Profitable New Product Development** / by Robert G. Cooper and Scott J. Edgett, c2005.

Although many companies have introduced product innovation processes, they are still struggling to achieve the financial results they expected. This book shows how to properly balance the need for speed with the drive for profitability. It demonstrates how to maximize the value of a new product portfolio, how to streamline the product innovation process, and how to achieve growth that is both profitable and sustainable.

**Manager's Guide to Fostering Innovation and Creativity in Teams / Charles Prather, c2010.**

For any organization competing today, nothing is more important than building teams of creative thinkers and problem solvers. With practical, simple-to-implement leadership techniques, *Manager's Guide to Fostering Innovation and Creativity in Teams* explains how you can: Create an environment that gets people thinking creatively; Align teams to work toward creative, original solutions; Lead the charge toward a newly innovative organization; Build a self-sustaining culture of innovation.

**Marty Neumeier's Innovation Workshop : Brand Strategy + Design Thinking = Transformation / Marty Neumeier, c2010. (DVD)**

In this DVD video, brand guru Marty Neumeier gives you the tools you'll need to thrive in the new economy. Using memorable principles and simple exercises, he'll lead you and your team on a lively journey from traditional business thinking to "designful" thinking. You'll come back to these ideas again and again as you transform your company into a powerhouse of nonstop innovation.

**New Product Development for Dummies / Robin Karol and Beatrice Nelson, 2007.**

No matter your size or type of business, this practical, behind-the-scenes guide provides the edge you need to develop and launch new products or services. You'll get tips for generating winning ideas, satisfying customers, and much more.

**Next Generation Product Development : How to Increase Productivity, Cut Costs, and Reduce Cycle Times / Michael E. McGrath, 2004.**

This book gives R&D professionals an in-depth explanation of the ways in which companies are able to achieve substantially higher levels of development productivity, while better aligning product development with strategy through new practices and systems.

**The Pursuit of Innovation : Managing the People and Processes That Turn New Ideas Into Profits / George Freedman, c1988.**

This book provides fascinating and useful direction for "effective innovation" -- the timely and efficient implementation of new ideas that results in significantly increased revenues and profits. Divided into four parts, the author offers valuable insight to and action for achieving successful outcomes.

**Strategy Maps : Converting Intangible Assets Into Tangible Outcomes / Robert S. Kaplan, David P. Norton, c2004.**

The "strategy map" enables companies to describe the links between intangible assets and value creation with a clarity and precision never before possible. Kaplan and Norton argue that the most critical aspect of strategy--implementing it in a way that ensures sustained value creation--depends on managing four key internal processes: operations, customer relationships, innovation, and regulatory and social processes. The authors show how companies can use strategy maps to link those processes to desired outcomes; evaluate, measure, and improve the processes most critical to success; and target investments in human, informational, and organizational capital.

**Sustaining Continuous Innovation Through Problem Solving / Stephen C. Armstrong, c2008.**

This book demonstrates how Problem Solving and Process Management is at the heart of continuous business transformation. Logically organized in four parts, it introduces the reader to the domains of change and the process management body of knowledge (BOK) and gives detailed instruction on how to creatively re-engineer processes, sustain innovation and continually improve an enterprise through proven repetitive methods. It offers a practical step-by-step approach that includes the steps, the templates, and the metrics to keep it on track.

**The Ten Faces of Innovation : IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout Your Organization / Tom Kelly with Jonathan Littman, c2005.**

Are you a Cross-Pollinator? Do you work with a Hurdler? Or a Storyteller? These are just a few of the roles that people can play in an organization to foster innovation and new ideas--and fend off creativity-stifling naysayers. The Ten Faces of Innovation is filled with engaging stories of how businesses have used innovation and design thinking to transform customer experience. The author identifies ten roles people can play in an organization to foster innovation and new ideas while offering an effective counter to naysayers.

**Value Analysis Tear-Down : A New Process For Product Development And Innovation / Yoshihiko Sato and J. Jerry Kaufman, 2005.**

This book presents a new technology for improving products and innovating new and better products. Value analysis tear-down combines traditional tear-down with the technologies of value analysis and value engineering. The authors reveal a process that helps engineers and managers reduce product cost, improve quality, continuously improve existing products, and discover opportunities for innovative change.

**Winning At New Products : Accelerating the Process From Idea to Launch / Robert G. Cooper, c2001.**

By any measure, most product concepts never make it to market, and of those that do, most fail. The author outlines specific strategies for assessing risk, marshalling the appropriate resources, engaging customers in the pre-development discovery phase, evaluating your project portfolio, ensuring true cross-functional collaboration, and, most importantly, applying a rigorous process for making sound business decisions at every step-from idea generation to launch.