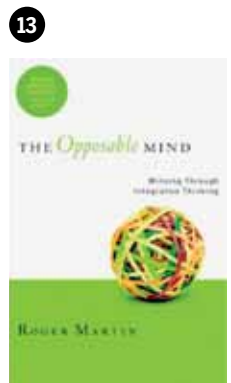


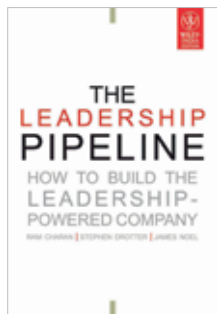
Design & Innovation Manager Reading List

A Reading List for the Design & Innovation Manager – Nelson Soken and Carole Bilson

- 1 **Design to Grow: How Coca-Cola Learned to Combine Scale and Agility (and How You Can Too)**
David Butler and Linda Tischler (2016)
- 2 **The Leadership Pipeline: How to Build the Leadership Powered Company**
Ram Charan and Steve Drotter (2011)
- 3 **The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators**
Jeff Dyer, Hal Gregersen, and Clayton Christensen (2011)
- 4 **Originals: How Non-Conformists Move the World**
Adam Grant (2016)
- 5 **Decisive: How to Make Better Choices in Life and Work**
Chip Heath (2013)
- 6 **Inventology: How We Dream Up Things that Change the World**
Pagan Kennedy (2016)
- 7 **Well Designed: How to Use Empathy to Create Products People Love**
John Kolko (2014)
- 8 **Leading Change**
John Kotter (2012)
- 9 **The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations**
James Kouzes and Barry Posner (2012)
- 10 **Solving Problems with Design Thinking: Ten Stories of What Works**
Jeanne Liedtka, Andrew King, and Kevin Bennett (2013)
- 11 **Corporate Creativity: Developing an Innovative Organization**
Edited by Thomas Lockwood and Thomas Walton (2009)
- 12 **Design Thinking: Integrating Innovation, Customer Experience, and Brand Value**
Thomas Lockwood (2009)
- 13 **The Opposable Mind: Winning Through Integrative Thinking**
Roger Martin (2009)
- 14 **Strategic Design Thinking: Innovation in Products, Services, Experiences and Beyond**
Natalie Nixon (2015)
- 15 **Business Model Generation**
Alexander Osterwalder and Yves Pigneur (2010)
- 16 **Zero to One: Notes on Startups, or How to Build the Future**
Peter Thiel and Blake Masters (2014)
- 17 **The Geography of Genius: A Search for the World's Most Creative Places from Ancient Athens to Silicon Valley**
Eric Weiner (2016)



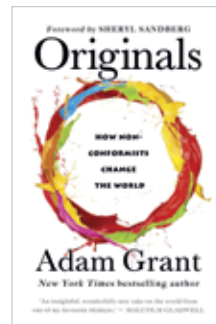
2



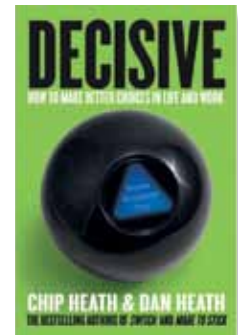
3



4



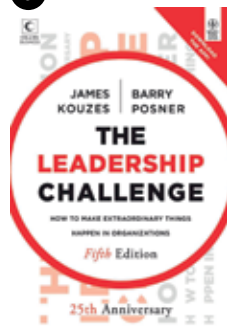
5



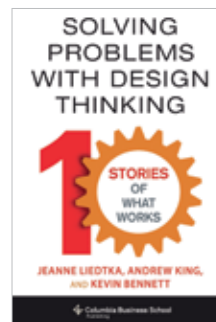
8



9



10



11



14



15



16



17

