

Text Books

1. Steve Blank, (2013), The four steps to epiphany: Successful strategies for products that win, Wiley.
2. Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadacos, (2014), Value
3. Proposition Design: How to Create Products and Services Customers Want, Wiley
4. Donella H. Meadows, (2015), "Thinking in Systems -A Primer", Sustainability Institute.
5. Tim Brown,(2012) "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", Harper Business.

References

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2. <https://blog.forgeforward.in/valuation-risk-versus-validation-risk-in-product-innovations-49f253ca8624>
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4. <https://blog.forgeforward.in/evaluating-product-innovations-e8178e58b86e>
5. <https://blog.forgeforward.in/user-guide-for-product-innovation-rubric-857181b253dd>
6. <https://blog.forgeforward.in/startup-failure-is-like-true-lie-7812cdf9b85>