

Big Idea Booklist

Use best-selling books and magazines to generate fresh ideas for new and innovative value propositions and business models. It's a quick and effective way to immerse yourself in various relevant and popular topics and build on current trends.



- Value Proposition Design: How to Create Products and Services Customers Want
- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
- What Would Google Do?
- The Facebook Effect: The Inside Story of the Company That Is Connecting the World
- Makers: The New Industrial Revolution
- Grown Up Digital: How the Net Generation is Changing Your World
- Abundance: The Future Is Better Than You Think
- The Third Industrial Revolution: How Lateral Power Is Transforming Energy, the Economy, and the World
- Here Comes Everybody: The Power of Organizing Without Organizations
- Different: Escaping the Competitive Herd
- What's Mine Is Yours: The Rise of Collaborative Consumption
- Tribes: We Need You to Lead Us
- The Tipping Point: How Little Things Can Make a Big Difference
- Cradle to Cradle: Remaking the Way We Make Things
- Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth
- The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business
- Shift Happens: How the World Is Changing, and What You Need to Do About It
- Worldchanging, Revised Edition: A User's Guide for the 21st Century
- Billions of Entrepreneurs: How China and India Are Reshaping Their Futures—and Yours
- The Little Black Book of Innovation: How It Works, How to Do It
- Seizing the White Space: Business Model Innovation for Growth and Renewal
- The Start-up Owner's Manual: The Step-By-Step Guide for Building a Great Company
- Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
- The Other Side of Innovation: Solving the Execution Challenge
- How Stella Saved the Farm: A Tale About Making Innovation Happen
- The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast As Your Business
- Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers
- Visual Meetings: How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity
- Back of the Napkin: Solving Problems and Selling Ideas with Pictures
- Blah Blah Blah: What To Do When Words Don't Work
- Presentation Zen: Simple Ideas on Presentation Design and Delivery
- slide:ology: The Art and Science of Creating Great Presentations
- Resonate: Present Visual Stories that Transform Audiences