

Innovate or Die: Creating and nurturing a culture of innovation

Recommended resources

Leading Innovation, by Brian McDermott and Gerry Sexton. Nova Vista Publishing (ISBN-13: 9789077256053).

Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant, by W. Kim Chan and Renee Maubourgne. Harvard Business Press (ISBN-13: 9781591396192).

A Whack on the Side of the Head: How You Can Be More Creative, by Roger von Oech. Grand Central Publishing (ISBN-13: 9780446404662).

The Myths of Innovation, by Scott Berkun. O'Reilly Media, Incorporated (ISBN-13: 9780596527051).

Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others, by David Kord Murray. Penguin Group (ISBN-13: 9781616847524).

Drive: The Surprising Truth About What Motivates Us, by Daniel Pink. Penguin Group (ISBN-13: 9781594488849).

Thinkertoys: A Handbook of Creative-Thinking Techniques, by Michael Michalko. Ten Speed Press (ISBN-13: 9781580087735).

FedEx days at Atlassian: "Atlassian Summit 2010 Highlights - FedEx Champions," Atlassian Developer Blog.

http://blogs.atlassian.com/developer/2010/07/atlassian_summit_2010_highlights_fedex_champions.html

Ad agency and ISO 9000: "How One Ad Agency Boosted Productivity After Cutting Costs," *Fast Company*, March 2010. <http://www.fastcompany.com/magazine/143/next-media-partners-in-time.html>

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