

PUBLISHERS TRAINING PROGRAMME FOR YOUNG PROFESSIONALS 2016

Supplementary Reading List –

INDUSTRY REPORTS

1. [Global Trends: Transition to On-Demand Content](#)
2. [Future of Digital Content Consumption in India.](#)
3. [Growth of Media, Entertainment & Animation Industry – Infographic.](#)

BUSINESS MODELS

1. [How to build a business model.](#) R. Sriram

Books:

1. Business Model Generation. Alexander Osterwalder and Yves Pigneur (ISBN-13: 978-0470876411)
2. Running Lean. Ash Maurya (ISBN: 9781449331900)
3. The Startup Owner's Manual. Steve Blank and Bob Dorf (ISBN-13: 978-0984999309)
4. Risk Driven Business Model. Karan Girotra and Serguei Netessine (ISBN-13: 978-1422191538)
5. The Business Model Navigator: 55 Models That Will Revolutionise Your Business. Oliver Gassmann, Karolin Frankenberger and Michaela Csik. (ISBN-13: 978-1292065816)

Articles:

1. [What is a business model.](#) Andrea Ovans
2. [How to design a winning business model.](#) Ramon Casadesus-Masanell and Joan E. Ricart
3. [Why business models matter.](#) Joan Magretta
4. [Business Model Innovation: Creating Value in Times of Change](#)
5. [The business model: Recent developments and future research.](#) Christoph Zott, Raphael Amit and Lorenzo Massa
6. [Clarifying business models: Origins, present and future of the concept](#)

7. [The best digital business models put evolution before revolution](#). Didier Bonnet and George Westerman
8. [The St. Galler Business Model Innovation Navigator](#). Oliver Gassmann, Karolin Frankenberger, Michaela Csik

DESIGN THINKING

1. [The Power of Design](#). R.Sriram

Books:

1. [Design Thinking for Growth: A design thinking toolkit for managers by Jeanne Liedtka & Tim Ogilvie](#)
2. [Change by Design by Tim Brown](#)
3. [Design Thinking for Entrepreneurs and Small Businesses by Beverly Rudkin Ingle](#)
4. [Design Thinking: Integrating Innovation, Customer Experience and Brand Value edited by Thomas Lockwood](#)

Articles and more:

1. [Applying Design Thinking to Your Business](#) by Roger Martin
2. [Design Thinking](#) by Tim Brown, CEO of IDEO
3. [Design in Tech](#) 2015 by John Maeda, KPCB
4. [Applying design thinking across the business](#): An interview with Citrix's Catherine Courage

Websites:

1. There is a useful [conversation on design](#), design thinking and business
2. A [brief history](#) of design thinking:

Videos and TED Talks:

1. [Stanford Design Thinking Virtual Crash Course](#)
2. [Designers - think big!](#) By Tim Brown

BOOKS

1. Delivering Happiness: A Path to Profits, Passion, and Purpose. Tony Hsieh (ISBN-13: 978-0446576222)
2. Tribes: We need you to lead us. Seth Godin (ISBN-13: 978-1491514733)

NEW PRODUCT DEVELOPMENT

1. [Best Practices in the Idea-to-Launch Process and Its Governance](#)-A study of new-product development practices at 211 businesses provides insights into best practices in both the idea-to-launch process and its governance. Robert G. Cooper and Scott J. Edgett
2. [The Convergence of Planning and Execution](#): Improvisation in New Product Development. Author(s): Christine Moorman and Anne S. Miner Source: Journal of Marketing, Vol. 62, No.
3. [The New New Product Development Game](#): Hirotaka Takeuchi and Ikujiro Nonaka
4. [6 Risk Factors of New Product Development in a Print-to-Digital World](#)
5. [Digital Product Development: Tips for Publishers](#)
6. [Data, Data Everywhere](#)- Yannick Mermet

REPURPOSING CONTENT

- 1) [The Ultimate Guide to Repurposing Content](#): 12 Ways to Extend the Life of Every Article You Write
- 2) [Building Your Content Reuse Strategy](#)
- 3) [3 ways publishers are repurposing content and 'underlying data'](#): A look at ways to do more with your digital content, using case studies from three publishers, one online-only and two with print magazine products
- 4) [23 Tools for Repurposing Content](#)
- 5) [Four approaches to content reuse](#)

RELATED ARTICLES

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