

Website Links - Chapter 4

Creative thinking and problem solving sites:

<http://www.brainstorming.co.uk/>

<http://www.keirsey.com/>

<http://www.mindtools.com/>

The New Business Road Test:

<http://faculty.london.edu/jwmullins/Book/book.html>

Is there a gap in the market?:

http://www.westfocus.org.uk/SiteManager/userFiles/programmeElearning/26_CG_Building_Block_3_a_HTML/page_popup2.htm

Stanford video clips:

<http://edcorner.stanford.edu/SearchServe?category1=9&top=10>

Business opportunity:

Burns, P. (2001) Entrepreneurship and Small Business, Palgrave, Chapter 3

Timmons, J.A. and Spinelli, S. (2003) New Venture Creation Entrepreneurship for the 21st Century, McGraw Hill, Part 1 - Opportunity

Wickham, P.A. (2004) Strategic Entrepreneurship, FT Prentice Hall, Chapters 9 & 18

Problem solving - business balls <http://businessballs.com/problemsolving.htm>
Innovation

DTI Living Innovation

<http://213.219.8.102/livinginnovation.gov.uk/home.asp?p=li2004>

CRIC - the website for the Centre for Research on Innovation and Competition

<http://les1.man.ac.uk/cric/>

SPRU - the website of the University of Sussex centre for science, technology and innovation policy

<http://www.sussex.ac.uk/spru/>

Case Studies

Jacks your man:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/3983177.stm

Steps to success:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/4341709.stm

Business and Competition:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/3734953.stm

Researching the market:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/3200236.stm

In search of supplies:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/3507239.stm