**Chapter 1: Further resources**

* Arunachalam Muruganantham: [TED talk describing his social innovation in India](https://www.ted.com/talks/arunachalam_muruganantham_how_i_started_a_sanitary_napkin_revolution) (2002)
* *Crime online: Cybercrime and illegal innovation*, Howard Rush, Chris Smith, Erika Kraemer-Mbula and Puay Tang, CENTRIM, University of Brighton: A 2009 research report exploring some of the innovation going in this dark field.
* Lean start up: An [animated explanation](https://www.youtube.com/watch?v=FRR_jEDAfoo%5d) of this approach to innovation ([London School of Economics and Political Science (LSE)](https://youtube.com/user/lsewebsite?feature=hovercard), 2012)

There are many excellent books on the subject of entrepreneurship. Peter Drucker’s famous *Innovation and Entrepreneurship* (1985) provides an accessible introduction to the subject, but perhaps relies more on intuition and experience than on empirical research. A good research-based overview can be found in Paul Westhead, Mike Wright and Gerard McElwee’s *Entrepreneurship: Perspectives and Cases*. Others with a research emphasis include Philip Wickham *Strategic Entrepreneurship*, William Bygrave and Andrew Zacharakis *Entrepreneurship*, Scott Shane *Illusions of Entrepreneurship* and Robert Baron’s *Essentials of Entrepreneurship* (which is particularly helpful on the psychology of entrepreneurs).

Closely linked are texts around small business and entrepreneurship, for example David Storey and Francis Greene *Small Business and Entrepreneurship*, Paul Burns *Entrepreneurship and Small Business*. Practical guidelines are given in Bill Aulet’s *Disciplined Entrepreneurship*, Paul Burns *New Venture Creation* and Inge Hill’s *Start-Up*. The ‘lean start-up’ approach is covered in work by Eric Ries and Steve Blank.

Autobiographies and biographies of entrepreneurs provide a similar, if sometimes personally biased, insight into this, for example Richard Brandt’s *One Click: Jeff Bezos and the Rise of Amazon.com*, (Viking, 2011), Walter Issacson *Steve Jobs: The Authorized Biography* (Little Brown, 2011) and James Dyson *Against the Odds* (Texere, 2003).