

# Bibliografía recomendada

El objetivo de este documento es guiar en la lectura de materiales que profundizan en los contenidos presentados a lo largo del curso.

Bibliografía del curso:

- From Airline Reservations to Sonic the Hedgehog: A History of the Software Industry  
Martin Cambell-Kelly
- The Business of Software: What Every Manager, Programmer, and Entrepreneur Must Know to Thrive and Survive in Good Times and Bad  
Michael A. Cusumano
- Crossing the Chasm  
Geoffrey A. Moore
- Don't Just Roll the Dice  
Neil Davidson
- Zero to One: Notes on Startups, or How to Build the Future  
Peter Thiel, Blake Masters
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses  
Eric Ries
- The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail  
Clayton M. Christensen
- The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers  
Ben Horowitz
- The Innovator's Solution (Creating and Sustainability Successful Growth)  
Clayton M. Christensen
- Testing Business Ideas: A Field Guide for Rapid Experimentation  
Osterwalder
- Escape Velocity: Free Your Company's Future from the Pull of the Past  
Geoffrey A. Moore
- Staying Power: Six Enduring Principles for Managing Strategy and Innovation in an Uncertain World  
Cusumano
- Selling the Cloud: A Playbook for Success in Cloud Software and Enterprise Sales  
Mark Petruzzi and Paul Melchiorre

Lecturas recomendadas:

- Founders at Work: Stories of Startups' Early Days  
Jessica Livingston
- Predictably Irrational: The Hidden Forces that Shape Our Decisions  
Dan Ariely
- The Myths of Innovation  
Scott Berkun
- Micro-ISV: From Vision to Reality  
Bob Walsh