

## REFERENCES

- Aaker, D.A. and E. Joachimsthaler. 2000. *Brand Leadership*. New York: The Free Press.
- Boztepe, S. 2007. User Value: Competing Theories and Models. *International Journal of Design*. Vol 1, No 2 (2007).
- Brunel University. 2000. *Exploring Design and Innovation: Fresh ideas for creative curriculum development*. London: Brunel University.
- Bussracumpakorn, C. and J. Wood. 2010. *Design Innovation Networks: Critical factors that can contribute to successful collaborative development of innovative products*. Saarbrücken: LAP Lambert Academic Publishing.
- Cogan, J. and C.M. Vogel. 2002. *Creating Breakthrough Products: Innovation from product planning to program approval*. Upper Saddle River: Prentice Hall.
- Coolican, H. 1999. *Research Methods and Statistics in Psychology*. London: Hodder & Stoughton
- Cooper, R and M. Press. 1995. *The Design Agenda: A Guide to Successful Design Management*. Chichester: John, Wiley & Sons.
- Cooper, R. 2005. Ethics and Altruism: What constitutes Socially Responsible Design? *Design Management Review*. Vol 16, No 3, Summer 2005.
- Cooper, R. G. 1983. The New Product Process: An empirically based classification scheme. *R&D Management* 13 (1 Jan).
- Cooper, R. G. 1993. *Winning at New Products: Accelerating the process from idea to launch*. Reading, MA: Addison-Wesley.
- Cooper, R.G. 2000. *Doing It Right: Winning with New Products*. The Product Development Institute.
- Davey, C.L., A.B Wootton, A. Thomas, R. Cooper, M. Press. 2005. Design for the Surreal World? A New Model of Socially Responsible Design. *Proceedings of the 6<sup>th</sup> International Conference of the European Academy of Design, EAD06*. University of Arts Bremen, 29-31 March 2005. Bremen, Germany.
- Fuller, B. 1975. *Synergetics: Explorations in the geometry of thinking*. London: Collier Macmillan
- Hauptman, O. and K.K. Hirji. 1999. Managing Integration and Coordination in Cross-Functional Teams: An international study of concurrent engineering product development. *R&D Management* 29 (2): 179-192.

- Higham, W. 2009. *The Next Big Thing: Spotting and Forecasting Consumer Trends for Profit*. Kogan Page.
- Holland, S., K. Gaston and J. Gomes. 2000. *Critical Success Factors for Cross-Functional Teamwork in New Product Development*. Manchester: Manchester Business School.
- Home-Martin, S., B. Jerrard. 2002. *Risk in Innovation*. Birmingham: BIAD, University of Central England.
- Khan, R. and C. Cannell. 1957. *The Dynamics of Interviewing*. New York: John Wiley.
- Kim, W.C. and R. Mauborgne. 2005. *Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant*. Massachusetts: Harvard Business School Press.
- Knapp, D.E. 2008. *The Brand Promise: How Costco, Ketel One, Make-A-Wish, Tourism, Vancouver, & Other Leading Brands Make and Keep the Promise That Guarantees*. Mc Graw Hill
- Marshall, C. and G.B. Rossman. 1999. *Design Qualitative Research*. 3 ed. London: SAGE.
- Marshall, C. and G.B. Rossman. 1999. *Design Qualitative Research*. 3 ed. London: SAGE.
- McDonough, W. and M. Braungart, 2002. *Cradle to Cradle: Remaking the way we make things*. North Point Press.
- Oppenheim, A.N. 1992. *Questionnaire Design, Interviewing and Attitude Measurement*. London: Pinter.
- Rothwell, R. 1972. *Factors for Success in Industrial Innovations*. In *Project SAPPHO – A comparative study of success and failure in industrial innovation*. Science Policy Unit, University of Sussex, Brighton: Sussex.
- Sparke, P. 1986. *An Introduction to Design & Culture in the Twentieth Century*. London: Routledge.
- Tidd, J., J. Bessant, K. Pavitt. 2001. *Managing Innovation: Integrating Technological Market and Organisational Change*. West Sussex: John Wiley & Sons.
- Ulrich, K.T., S.D. Eppinger. 1995, 2000. *Product Design and Development*. New York: McGraw Hill.
- Von Stamm, B. 2008. *Managing Innovation, Design and Creativity: Second Edition*. West Sussex: John Wiley & Sons.
- Whiteley, N. 2003. *Design for Society*. Reaktion Book.

- Yin, R.K. 1982, 1984. Case Study Research: Design and Methods. California: SAGE.



