

Books for Critical Reviews
ECON 4340, Economics of Technology
Spring 2010
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Note: the phrase “critical review” does not mean you have to criticize the book (although you certainly can); it means that you go beyond a summary of the book, in order to evaluate it.

Books indicated with an asterisk (*) should **not** be chosen because they have been done in the last couple of years, and usually are currently posted on Amazon. (Exceptions to this policy might be made if you are willing and able to post your review to Amazon on your own, i.e., without Diamond doing it for you, as is usually done.)

If you want, you can consult the reviews previously posted to Amazon, as examples of critical reviews that have been done in the past.

Abramson, Bruce. *Digital Phoenix: Why the Information Economy Collapsed and How It Will Rise Again*. Cambridge, MA: The MIT Press, 2005.

Aghion, Philippe, and Rachel Griffith. *Competition and Growth: Reconciling Theory and*

Evidence, Zeuthen Lectures. Cambridge, MA: The MIT Press, 2005.

*Anderson, Chris. *The Long Tail*. New York: Hyperion, 2006.

Andrew, James P. and Harold L. Sirkin. *Payback: Reaping the Rewards of Innovation*.

Harvard Business School Press, 2007.

Ante, Spencer E. *Creative Capital*. Harvard Business School Press, 2008.

Anthony, Scott D. *The Silver Lining: An Innovation Playbook for Uncertain Times*. Boston,

MA: Harvard Business School Press, 2009.

Anthony, Scott D., Mark Johnson, Joseph V. Sinfield, and Elizabeth J. Altman. *Innovator's*

Guide to Growth: Putting Disruptive Innovation to Work. Boston, MA: Harvard

Business School Press, 2008.

Bagnall, Brian. *On the Edge: The Spectacular Rise and Fall of Commodore*. Variant Press,

2005.

Baldwin, Carliss and Kim B. Clark. *Design Rules: The Power of Modularity*. Cambridge, MA: MIT Press, 2000.

Barrier, Michael. *The Animated Man: A Life of Walt Disney*. 1 ed. Berkeley, CA: University of California Press, 2007.

Battelle, John. *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture*. New York: Portfolio, 2005.

Baumol, William J. *The Free Market Innovation Machine: Analyzing the Growth Miracle of Capitalism*. Princeton, New Jersey: Princeton University Press, 2002. (ISBN: 0691096155)

*Baumol, William J., Robert E. Litan, and Carl J. Schramm. *Good Capitalism, Bad Capitalism, and the Economics of Growth and Prosperity*. New Haven: Yale University Press, 2007.

*Berkun, Scott. *The Myths of Innovation*. Sebastopol, CA: O'Reilly Media, Inc., 2007.

Bessen, James, and Michael J. Meurer. *Patent Failure: How Judges, Bureaucrats, and Lawyers Put Innovators at Risk*. Princeton, NJ: Princeton University Press, 2008.

Bhide, Amar. *The Origin and Evolution of New Business*. Oxford and New York: Oxford University Press, 2000.

Burgelman, Robert and Leonard Sayles. *Inside Corporate Innovation*. New York: Free Press, 1986.

Carayannis, Elias G., and Christopher Ziemnowicz. *Re-Discovering Schumpeter: Creative Destruction Evolving into 'Mode 3'*. New York, NY: Palgrave Macmillan Ltd., 2007.

Carr, Nicholas. *The Big Switch: Rewiring the World, from Edison to Google*. New York, NY: W. W. Norton, 2008.

Chakravorti, Bhaskar. *The Slow Pace of Fast Change: Bringing Innovations to Market in a Connected World*. Harvard Business School Press, 2003. (ISBN: 157851780X)

*Chesbrough, Henry William. *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Harvard Business School Press, 2003. (ISBN: 1578518377)

Christensen, Clayton M., Curtis W. Johnson, and Michael B. Horn. *Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns*. New York: NY: McGraw-Hill, 2008.

*Conant, Jennet. *Tuxedo Park: A Wall Street Tycoon and the Secret Place of Science That Changed the Course of World War II*. New York: Simon & Schuster, 2002. (ISBN: 0684872870)

Davenport, Thomas H. and Jeanne G. Harris. *Competing on Analytics: The New Science of Winning*. Harvard Business School Press, 2007.

de Grey, Aubrey, and Michael Rae. *Ending Aging: The Rejuvenation Breakthroughs That Could Reverse Human Aging in Our Lifetime*. New York: St. Martin's Press, 2007.

*Duggan, William. *Strategic Intuition: The Creative Spark in Human Achievement*. New York: Columbia University Press, 2007.

Eliasson, Gunnar, ed. *The Birth, the Life and the Death of Firms: The Role of Entrepreneurship, Creative Destruction and Conservative Institutions in a Growing and Experimentally Organized Economy*. Stockholm: Ratio Institute, 2005.

Ellis, Charles D. *Joe Wilson and the Creation of Xerox*. Hoboken, New Jersey: Wiley, 2006.

Estrin, Judy. *Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy*: McGraw-Hill, 2009.

Evans, Harold. *They Made America: Two Centuries of Innovators from the Steam Engine to the Search Engine*. Little, Brown, 2004. (ISBN: 0316277665)

Fallows, James. *Free Flight: From Airline Hell to a New Age of Travel*. New York: Public Affairs, 2001.

Fine, Charles. *Clockspeed*. Reading, MA: Perseus Books, 1998.

Flexner, James Thomas. *Steamboats Come True: American Inventors in Action*. 2nd ed. Boston: Little, Brown and Co., 1944 [1978].

Foster, Richard. *Innovation: The Attacker's Advantage*. New York: Summit Books, 1986.

Foster, Richard and Sarah Kaplan. *Creative Destruction: Why Companies that Are Built to Last Underperform the Market---and How to Successfully Transform Them*. New York: Currency Books, 2001.

Freeman, Christopher, and Francisco Louçã. *As Time Goes By: From the Industrial Revolutions to the Information Revolution*. Oxford, UK: Oxford University Press, 2001.

Freiberg, Jackie and Kevin Freiberg. *Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success*. New York: Broadway Books, 1996.

Gilder, George. *The Silicon Eye: Microchip Swashbucklers and the Future of High-Tech Innovation*. New York: W. W. Norton, 2006. [includes an extended example that he believes will be a Christensen disruptive innovation]

George, Michael L. *Fast Innovation: Achieving Superior Differentiation, Speed to Market, and Increased Profitability*. McGraw-Hill; 2005. (ISBN-13: 978-0071457897) [has a foreword by Clayton Christensen]

Goldin, Claudia, and Lawrence F. Katz. *The Race between Education and Technology*. Cambridge, Mass.: Belknap Press, 2008.

Gordon, John Steele. *A Thread across the Ocean: The Heroic Story of the Transatlantic Cable*. New York: Walker & Co., 2002.

Graen, George B., and Joni A. Graen, eds. *Knowledge-Driven Corporation: Complex Creative Destruction*. Information Age Publishing, 2008.

*Greenspan, Alan. *The Age of Turbulence: Adventures in a New World Economic Flexibility*. New York: Penguin Press, 2007.

*Grove, Andrew S. *Only the Paranoid Survive: How to Exploit the Crisis Points That Challenge Every Company*. New York: Bantam Books, 1999.

Habakkuk, H. J. *American and British Technology in the Nineteenth Century: the Search for Labour-Saving Inventions*. Cambridge: Cambridge University Press, 1962.

Hargadon, Andrew and Kathleen M. Eisenhardt. *How Breakthroughs Happen: The Surprising Truth About How Companies Innovate*. Harvard Business School Press, 2003. (ISBN: 1578519047)

Jackson, Eric M. *The PayPal Wars: Battles with Ebay, the Media, the Mafia, and the Rest of Planet Earth*. World Ahead Publishing, 2006.

Jaffe, Adam B., and Josh Lerner. *Innovation and Its Discontents: How Our Broken Patent System Is Endangering Innovation and Progress, and What to Do About It*. Princeton, NJ: Princeton University Press, 2004.

*Johnson, Steven. *Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter*. Riverhead Hardcover, 2005. (ISBN: 1573223077)

Jonnes, Jill. *Conquering Gotham: A Gilded Age Epic: The Construction of Penn Station and Its Tunnels*. New York: Viking Adult, 2007.

Jonnes, Jill. *Eiffel's Tower: And the World's Fair Where Buffalo Bill Beguiled Paris, the Artists Quarreled, and Thomas Edison Became a Count*. New York: Viking Adult, 2009.

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Khan, B. Zorina. *The Democratization of Invention: Patents and Copyrights in American Economic Development, 1790-1920*. New York: Cambridge University Press, 2005.

*Kim, W. Chan and Renée Mauborgne. *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant*. Boston: Harvard Business School Press, 2005. (ISBN: 1591396190)

Knopper, Steve. *Appetite for Self-Destruction: The Spectacular Crash of the Record Industry in the Digital Age*. 1 ed. New York: Free Press, 2009.

Koepp, Rob. *Clusters of Creativity: Enduring Lessons on Innovation and Entrepreneurship from Silicon Valley and Europe's Silicon Fen*. John Wiley & Sons; 2003. (ISBN: 0471496049)

Kurzweil, Ray. *The Singularity Is Near: When Humans Transcend Biology*. Viking Adult, 2005.

Landes, David S. *The Unbound Prometheus: Technological Change and Industrial Development in Western Europe from 1750 to the Present*. 2nd ed. Cambridge, UK: Cambridge University Press, 2003.

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Leonard-Barton, Dorothy. *Wellsprings of Knowledge: Building and Sustaining the Sources of Innovation*. Boston: Harvard Business School Press, 1995.

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*Levy, Frank, and Richard J. Murnane. *The New Division of Labor: How Computers Are Creating the Next Job Market*. Princeton, NJ: Princeton University Press, 2004.

Lipsey, Richard G., Kenneth I. Carlaw, and Clifford T. Bekar. *Economic Transformations and Long-Term Economic Growth*. Oxford, UK: Oxford University Press, 2005.

Livingston, Jessica. *Founders at Work: Stories of Startups' Early Days*. Berkeley, CA: Apress, 2007.

Malone, Michael S. *The Future Arrived Yesterday: The Rise of the Protean Corporation and What It Means for You*. 1st ed. New York: Crown Business, 2009.

Mann, Thomas. *Buddenbrooks: The Decline of a Family*. Translated by new translation by John E. Woods. New York: Vintage, 1994. (McCraw in his biography of Schumpeter, mentions Thomas Mann's *Buddenbrooks* as "one of the best novels about business ever written." The book has sometimes been mentioned illustrating some aspects of the

process of Creative Destruction---not sure to what extent entrepreneurship itself is involved.)

McCall, Morgan. *High Flyers: Developing the Next Generation of Leaders*. Boston: Harvard Business School Press, 1998.

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McKenzie, Richard B., and Dwight R. Lee. *In Defense of Monopoly: How Market Power Fosters Creative Production*. Ann Arbor, MI: University of Michigan Press, 2007.

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Olson, Matthew S., and Derek van Bever. *Stall Points: Most Companies Stop Growing--Yours Doesn't Have To*. New Haven, CT: Yale University Press, 2008.

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Phelps, Marshall, and David Kline. *Burning the Ships: Intellectual Property and the Transformation of Microsoft*. Hoboken, NJ: John Wiley & Sons, Inc., 2009. [endorsed by Wesley Cohen and Nathan Myhrvold]

*Pink, Daniel H. *Free Agent Nation: How America's New Independent Workers Are Transforming the Way We Live*. New York: Warner Business Books, 2001.

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*Schumpeter, Joseph A. *Capitalism, Socialism and Democracy*. 3rd ed. New York: Harper and Row, 1950.

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