

Shared reading list

AB	Andrew Barry	KB	Kate Blackmon
BH	Bill Hollins	LK	Lucy Kimbell
BK	Bruce Tether	LZ	Leonieke Zomerdijk
BY	Bob Young	MS	Mari Sako
CD	Chris Downs	MV	Marc Ventresca
DN	Dan Neyland	RR	Rafael Ramirez
JT	James Tansey	SN	Steve New
JW	Jennifer Whyte	TK	Tobie Kerridge
		VS	Victor Seidel

Readings contributed to this list have been summarized in broad categories. Many could have fit into multiple categories, but each is only listed once along with the initials of the contributor. Many thanks to all who contributed to this shared list.

1. Design and Design Theory Broadly

Beyer, Hugh and Holtzblatt, Karen (1997) ‘Contextual Design: Defining Customer-Centered Systems,’ San Francisco, CA: Morgan Kaufmann Publishers (BY)

Boland, R. and Collopy, F. (2004) “Towards a Design Vocabulary for Management” in Boland, R. and Collopy, F. (eds) *Managing as Designing*, Stanford Business Books, Chapter 37, pp265-27 (LK)

www.demos.co.uk and related publications, particularly: Wide Open - Open source methods and their future potential; See-through Science – Why public engagement needs to move upstream; The Pro-Am Revolution – How enthusiasts are changing our economy and society to prove it. (TK)

Dumas, A. (1994) Building totems: Metaphor-making in product development. *Design Management Journal* (Winter): 71-82. (VS)

Hargadon, A. (2005) “Leading with Vision: The Design of New Ventures”, *Design Management Review*, Winter 2005, pp33-39 (LK/JW)

McCormack, D. (2003) An event of geographical ethics in spaces of affect. *Transactions of the Institute of British Geographers*, 28, (4), 488-507 (AB)

Mitchell, C. Thomas (1993) ‘Redefining Designing: From Form to Experience,’ New York: Van Nostrand Reinhold. (BY)

- Parker, S. & J. Heapy (2006), *Journey to the Interface Demos*. (BH)
- Ravasi, D. and Lojacono, G. (2005) 'Managing design and designers for strategic renewal', *Long Range Planning* 38: 51-77. (JW)
- Scott, J. (2006) *Artists-in-labs: Processes of Inquiry*, Springer (TK)
- Seidel, V. (2000) Moving from design to strategy: The four roles of design-led strategy consulting. *Design Management Journal*, 11(2). (VS)
- Seidel, V. and J. P. Pinto (2005). "Social science strategies for user-focused innovation and design management." *Design Management Review* 16(4): 73-79. (VS)
- Shedroff, N. (2003) *Research methods for designing effective experiences*, in Laurel, B. (Ed.). *Design research: Methods and perspectives*. Cambridge: MIT Press. pp. 155-163. (VS)
- Wasson, C. (2000) *Ethnography in the field of design*, *Human Organization*; Winter 59 (4) (DN)
- Whyte, J. K., Ewenstein, B., Hales, M. and Tidd, J. (2007) 'Visual practices, and the objects of design', *Building Research and Information* 35(1). (JW)
- Whyte, J. K. and Gann, D. M. (2003) 'Design Quality Indicators: work in progress', *Building Research and Information*, 31(5): 387-398. (JW)

2. Services and Service Design

- Alonso-Regardo, M., G. Thompson & O. Dannemark (2004) *State of the Art in Service Design and Modelling* Vivace, University of Manchester. (BH)
- Arnould & Price, (1993) 'River Magic: Extraordinary Experience and the Extended Service Encounter,' *Journal of Consumer Research*, Vol. 20. (KB)
- Berry, L.L, V A Zeithaml and A Parasuraman, (1990) 'Five Imperatives for Improving Service Quality', *Sloan Management Review*, Vol 31, no 4, Summer, pp 29-38 (BH)
- Bitner, M. et al. (1990) The service encounter: designing favorable and unfavorable incidents. *Journal of Marketing* 54. (SN)
- Celsi, Rose, and Leigh (1993) 'An Exploration of High-Risk Leisure Consumption through Skydiving,' *Journal of Consumer Research* Vol. 20. (KB)
- Christensen, Clayton M. and Scott D. Anthony (2004) 'Cheaper, Faster, Easier: Disruption in the Service Sector' *Harvard Business Review Publishing* (CD)

Dougherty, Deborah (2004) Organizing practices in services: capturing practice-based knowledge for innovation, *Strategic Organization*, 2(1): 35-64. (JW)

Firat & Venkatesh (1995) 'Emancipatory Postmodernism and the Enchantment of Consumption,' *Journal of Consumer Research*, Vol. 22. (KB)

Fitzsimmons, J.A. and M.J. Fitzsimmons (2000). *New Service Development: Creating Memorable Experiences*. Thousand Oaks, CA: Sage Publications. (LZ)

Fleiß, S. and Kleinaltenkamp, M. (2004) 'Blueprinting the service company: Managing service processes efficiently,' *Journal of Business Research*, 57, pp 392-404. (BK)

Froehle, C.M., A.V. Roth, R.B. Chase and C.A. Voss (2000). "Antecedents of New Service Development Effectiveness. An Exploratory Examination of Strategic Operations Choices". In: *Journal of Service Research*. Vol. 3, No. 1, pp. 3-17. (LZ)

Gabbott & Hogg (2000) 'An empirical investigation of the impact of non-verbal communication on service evaluation,' *European Journal of Marketing*, Vol 34 No 3/4. (KB)

Gronroos, C. (2000) *Service Management and Marketing: A customer Relationship Management Approach*, 2nd ed, Wiley (BH)

Haksever, C., B Render, R Russell and R Murdick, (2000) *Service Management and Operations*, Prentice-Hall (BH)

Hart, S. (1996) *New Product Development: A reader* (especially the section on "The development of new services" by Lynn Shostack, Axel John, and Ulrike de Brentani) Thomson (BH)

Hawken, Paul, Amory Lovins, and L. Hunter Lovins (1999) 'Muda, Service & Flow' *Natural Capitalism*, Chapter 7 (CD)

Hollins, G. and B. Hollins (1991). *Total Design. Managing the design process in the service sector*. London: Pitman Publishing. (LZ)

Hollins, W. and S. Shinkins (2006) *Managing Service Operations: Design and Implementation*, Sage (BH)

Levitt, T. (1976) "Industrialisation of Services", *Harvard Business Review*, 54(5), 63-74 (BK)

Meyer Goldstein, S., R. Johnston, J.A. Duffy and J. Rao (2002). "The service concept: the missing link in service design research?". In: *Journal of Operations Management*. Vol. 20, No. 2, pp. 121-134. (LZ)

Parasuraman, A, V A Zeithaml and L L Berry (1988), 'SERVQUAL: A multi-item scale measuring consumer perceptions of service quality', *Journal of Retailing*, Vol 64, no. 1, 12-37 (BH)

Ramaswamy, R. (1996). *Design and Management of Service Processes: Keeping Customers for Life*. Reading, MA: Addison-Wesley Publishing Company, Inc. (LZ)

Sako, Mari (2006) 'Outsourcing and Offshoring: Implications for Productivity of Business Services' in *Oxford Review of Economic Policy*, Vol.22, No.4 (MS)

Sako, Mari et al. (2006) *Grand Challenges in Services Workshop* (available at <http://www.sbs.ox.ac.uk/faculty/Sako+Mari/GCS.htm>) (MS)

Shostack, G. Lynne (1977) *Breaking Free from Product Marketing*, *Journal of Marketing* (CD)

Shostack, G. Lynne. (1982) "How to Design a Service", *European Journal of Marketing*, 16(1), 49-63. (BK/CD)

Shostack, G. Lynne. (1984) "Designing Services that Deliver", *Harvard Business Review*, 62(1), 133-139. (BK/CD)

Sawhney, Mohanbir, Sridhar Balasubramanian and Vish V. Krishnan (2004) 'Creating Growth with Services' *MIT Sloan Management Review* (CD)

Tether, B. S. (2005) 'Do Services Innovate (Differently)? Insights from the European Innobarometer Survey', *Industry and Innovation*, 12 (2), pp. 153-184. (BK)

Thomke, Stefan (2003) 'R&D Comes to Services: Bank of America's Pathbreaking Experiment' *Harvard Business Review* (CD)

Tidd, J. and F M Hull, Eds. (2003) *Service Innovation: Organizational responses to technological opportunities and market imperatives*, Imperial College Press (BH)

Verganti, R., & Buganza, T. (2005) *Design Inertia: Designing for Life-Cycle Flexibility in Internet-Based Services*. 22: 223-237. (VS)

Verma, R., J.A. Fitzsimmons, J. Heineke and M.M. Davis (2002). "New issues and opportunities in service design research". In: *Journal of Operations Management*. Vol. 20, No. 2, pp. 117-120. (LZ)

Zeithaml, Valerie A., A. Parasuraman & Leonard L. Berry (1990) 'The Customer View of Service Quality,' in *Delivering Quality Service*, The Free Press, 1990 (CD)

3. Innovation Management and Organization Theory Perspectives

Amin, A. and P Cohendet (2004) *Architectures of Knowledge: Firms, Capabilities and Communities*, Oxford University Press (AB)

Baldwin, C. Y., & Clark, K. B. (2000) Design rules: The power of modularity. Cambridge, Massachusetts: The MIT Press. (with a related working paper, 'Where do transactions come from?' (VS/MS)

Callon, M. (2005) 'The Economy of Qualities' in A Barry and D Slater (eds) The Technological Economy, Routledge (AB)

Clark, K. B. (1985) The interaction of design hierarchies and market concepts in technological evolution. Research Policy, 14(5): 235-251 (VS)

Crowston, K. (1997) A coordination theory approach to organization process design. Organization Science 8 (2) (SN)

Ewenstein, B. and Whyte, J. K. (forthcoming) 'Beyond words: aesthetic knowledge and knowing in organizational contexts', Organisation Studies. (JW)

Flood, Robert L. and Carson, Ewart R. (1993) Dealing with Complexity: An Introduction to the Theory and Application of Systems Science. New York: Plenum Publishing (BY)

Gershenfeld, N. (2005) FAB: The Coming Revolution on Your Desktop--From Personal Computers to Personal Fabrication, Basic Books (TK)

Gharajedaghi, Jamshid (1999) 'System Thinking: Managing Chaos and Complexity: A Platform for Designing Business Architecture,' Washington, D.C.: Library of Congress (BY)

Lampel, Joseph and Henry Mintzberg (1996) 'Customizing Customization' in Sloan Management Review, Fall, pp.21-30. (MS)

Liedtka, Jeanne (2000) "In defense of strategy as design," California Management Review, Spring, 42(3), pp. 8-30. (MV)

Liedtka, Jeanne M. and John W. Rosenblum (1996) "Shaping Conversations: Making Strategy, Managing Change," California Management Review. (MV)

Nardi, Bonnie A. & Vicki L. O'Day (1999) 'Information Ecologies – Using Technology with Heart,' in Information Ecologies (Chapter 4) MIT Press (CD)

Normann, R. (2001) Reframing Business: When the map changes the business landscape, Wiley. (RR)

Ramirez, R (1999) "Value Co-Production: Intellectual Origins and Implications for Practice and Research", Strategic Management Journal, 20, pp. 49-65. (RR)

Ramirez, R and R. Normann (1994) Designing Interactive Strategy: From Value Chain to Value Constellation, John Wiley & Sons, Chichester, 1994. (RR)

Von Hippel, E. (2005) Democratizing Innovation: MIT Press (TK)

4. Industry, Consultancy, and Government Reports

Bessant, J.K., Neely, A., Tether, B., Whyte, J.K. and Yahqi, B. (2005) Intelligent design: How managing the design process effectively can boost corporate performance, Advanced Institute of Management. (JW)

BS 7000-3 (2007) Guide to Managing the Design of Services, British Standards Institution, London (BH)

BS 7373-3 (2005) Guide to Identifying Criteria for Specifying a Service Offering, British Standards Institution, London (BH)

BS 7000 – 10 (1995) – being updated Glossary of Terms Used in Design Management. British Standards Institution, London (BH)

Design Council (2006) RED paper Transformation Design
<http://www.designcouncil.org.uk/mt/red/transformationdesign/TransformationDesignFinalDraft.pdf> (LK)

Lombardi, Victor (blog) <http://www.noisebetweenstations.com> (MV)

McIntyre, Amanda (2004) Improving Public Services, CBI Publications (CD)

Starr, C. Edwin, David J. Standbridge & Brian M. Sprague (2003) 'Turning Service Into a Growth Engine,' Accenture Outlook (CD)

www.servicedesign.org (CD)

Paker, Sophia and Heapy, Joe (2006) The Journey to the Interface, How public service design can connect users to reform. London: Demos
<http://www.demos.co.uk/files/journeytotheinterface.pdf> (LK, RR)

5. Science and Technology Studies

Barry, A. (2005) 'Pharmaceutical Matters: the Invention of Informed Materials' Theory, Culture and Society, 22(1): 51-69, (AB)

Jasanoff, Shiela (2005) Designs on Nature, Oxford: Princeton University Press. (JT)

Hughes, John A., Ian Somerville, Richard Bentley and Dave Randall (1993) Interacting with Computers, Special issue on CSCW: part 3 Designing with ethnography: making work visible V15 no 2 239-233 (DN)

Law, J. (2004) After Method: Mess in Social Research, Routledge (AB)

Renn, O. (1998) Three decades of risk research: accomplishments and new challenges, Journal of Risk Research 1(1), 49-71. (JT)

Robinson, J., (1988) Unlearning and Backcasting: rethinking some of the questions we ask about the future. *Technological Forecasting and Social Change* 33, 325–338. (JT)

Simon, Herbert A. (1969) 'The Sciences of the Artificial,' Cambridge: MIT Press. (BY)

Star, Susan L., and K. Ruhleder (1996) Steps Toward an Ecology of Infrastructure: Design and Access for Large Information Spaces, *Information Systems Research* Vol. 7, No. 1 (DN)

Tansey, J. (2004). 'Risk as politics, culture as power'. *Journal of Risk Research* 7.1 17 – 32 (JT)

Tansey, James, Jeff Carmichael, R VanWynsberghe and John Robinson (2002). 'The Future is not what it used to be: participatory integrated assessment in the Georgia Basin'. *Global Environmental Change-Human and Policy Dimensions*. 12.2: 97 - 104. (JT)