CASES
1  Applied Materials, HBSP 692-078
2  A Lucky Hit, An Interview with Belcore’s Robert Lucky, Technology Review
3  Aspect Medical Systems, HBSP 600-076
4  Basic Quantitative Analysis for Marketing, HBSP 584-149
5  Boeing 767: From Concept to Production (A), HBSP 688-040
6  Cash Flow and the Time Value of Money, HBSP 177-012
7  Creating Project Plans to Focus Product Development, HBSP 92210
8  Cytyc 2001 Annual Report
9  Diversification, the Capital Asset Pricing Model, and the Cost of Equity Capital, HBSP 276-183
10 Documentum, HBSP 502-026
11 Ducati, HBSP 701-132
12 E Ink: Financing Growth, HBSP 800-252
13 Eli Lilly(A), HBSP 698-010
14 Go Downstream: The New Profit Imperative, HBSP 99512
15 Hewlett Packard – The Sally Project
16 How Competitive Forces Shape Strategy, HBSP 79208
17 Investment Analysis and Lockheed Tristar, HBSP 291-031
18 Le Petit Chef, HBSP 602-080
19 Lucent Technologies: Optical Networking Group, HBSP 600-053
20 Managing Innovation: Controlled Chaos, HBSP 85312
21 Market Selection and Direction: Role of Product Portfolio Planning, HBSP 581-107
22 Nissan Motor Co. Ltd.: Target Costing System, HBSP 194-040
23 Organizing for Empowerment, HBSP 99101
24 Product Lifecycle, HBSP 579-072
25 Sealed Air Corporation, HBSP 582-103
26 Silicon Graphics, Inc. (A), HBSP 695-061
27 Success Factors in Cross-Organization Projects (Lucent Technologies)
29 Versioning: The Smart Way to Sell Information, HBSP 98610
30 What Is Strategy, HBSP 96608

BOOKS
Product Leadership: Creating and Launching Superior New Products;
Developing Products in Half the Time: New Rules, New Tools;
  Preston G. Smith and Donald G. Reinertsen; Van Nostrand Reinhold [1998], ISBN 0442025483
Rapid Development: Taming Wild Software Schedules;
  Steve McConnell; Microsoft Press [1996], ISBN 1556159005