

CAREER SEARCH ESSENTIALS

MBA CONCENTRATION: INNOVATION MANAGEMENT

People at NC State you should know:

- Mitzi Montoya
- John McCreery
- Lynda Aiman-Smith

Books you should read:

- “The Innovator’s Solution”, by Christensen and Raynor
- “Blue Ocean Strategy”, by Kim and Mauborgne
- “The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm”, by Kelley and Littman
- “The Experience Economy”, by Pine and Gilmore

Websites you should visit:

- www.businessweek.com/innovate
- www.innocentive.com
- www.pdma.org

Organizations you should join:

- Product Development and Management Association
- Project Management Institute

Career Fairs you should attend:

- Carolina MBA Connection – joint career fair with NCSU, UNC, Duke & Wake Forest

Career paths you should investigate:

- Product / product line management
- Project and program management