

Lesson 2

Topics and references

- Recap lesson 1:
 - Tesla Motors, Schilling pagg. 43-47
- Dominant design and standard battles
 - Schilling ch. 4. Microsoft case
- The innovation funnel and the sources of the technological innovation process
 - <https://www.ifm.eng.cam.ac.uk/research/dstools/innovation-funnel/>
 - Schilling, ch. 2