

Book Name	Author	Category	Status
Observing the User Experience	Morgan Kaufmann	UX	Available
About Face	Alan Cooper, Robert Reimann, David Clark	UX	Available
Paper Prototyping	Carlson Snyder	UX	Available
Design for Shipping	Gene Burrows	UX/Business	Available
How to write a Marketing plan	John Westwood	Business	Available
Brand Sense	Marin Lindstrom	Branding	Available
Jagged Innovation	Naveen Reddy, Jideep Prabhu & Simon	Business	Available
Change to Design	Tim Brown	Design Thinking	Available
The startup way	Eric Reis	Startups & Entrepreneurship	Available
Good to Great	Jim Collins	Business	Available
Thinking Fast & Slow	Daniel Kahneman	Human Behaviour	Available
Culture and Organizations	Geert Hofstede, Geert Jan Hofstede, Mich	Business	Available
Origami	Adrian Grant	Innovation	Available
The Upside	Brad Stone	Startups & Entrepreneurship	Available
The elements of User Experience	Jesse James Garrett	User Experience	Available
The power of habit	Charles Duhigg	Human Behaviour	Available
The tipping point	Malcolm Gladwell	Business	Available
Increasing Customer Loyalty	Harvard Business Review	Business	Available
Emotional Design	Donald A. Norman	User Experience	Available
Designing Voice User Interfaces	Cathy Peard	User Experience	Available
UX Strategy: How to design innovative products that people want	James Levy	User Experience	Available
Hidden in Plain Sight	Jan Chipchase	Business	Available
Lean Design: Love	Daniel Aron	Business	Available
Thinking Fast & Slow	Daniel Kahneman	Human Behaviour	Available
The Art of Digital Branding	Jan Coenen	Innovation	Available
Design: Innovating Solutions About Health, Wealth, and Happiness	Richard H. Thaler	User Experience	Available
Thinking in Systems: A Primer	Dorinda H. Meadows	Systems	Available
Things that don't teach you at Harvard Business School	Business	Available	
Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability Steve Krug	Steve Krug	User Experience	Available
100 MORE Things Every Designer Needs to Know About People: Visual Thinking Tools	Design	Available	
Innovator: Thinking Methods for the Modern Entrepreneur	Christopher A. Preiner	Innovation	Available
Innovation by Design: How Any Organization Can Leverage Design Thinking	Thomas Lockwood	Innovation	Available
Universal Methods of Design: 100 Ways to Research Complex Problems, Debrief, Present, & Build	Use Experience	Available	
The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail Clayton Christensen	Innovation	Available	
Shaping the Fourth Industrial Revolution	Wolfgang Storz	4th Industrial Revolution	Available