

Subtraction is the New Addition



Bibliography for Subtraction is the new Addition

This is the resource material I have used. These texts have provided the context and material for my presentation:

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Get Lucky by Thor Muller and Lane Becker.

Great by Choice by Jim Collins and Morten T. Hansen.

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Irwin's HBR blog.

<http://www.youtube.com/watch?v=sXpbONjV1Jc> Seth Godin's TED manifesto.

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whitepaper on process.

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Skunk Works by Ben Rich.

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The Laws of Subtraction by Matthew E. May.

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The Power of Habit by Charles Duhigg.

Unleashing the Ideavirus by Seth Godin.

Where Good Ideas Come From by Steven Johnson.

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