

## Reading Assignments by Class Session

	C	E	F	I	J	K	L	M	P
	Reader Page Reference	Category	Read Before Class #:	Article/Chapter Title	Journal/Book Title, Publisher	Author - Last Name	Author - First Name	Date	Page Count
1									
2	DEVELOP	classic	Two	Developing Products on Internet Time	Harvard Business Review	Iansiti & MacCormack	Marco & Alan	Sept/ Oct97	9
3	SPEND	classic	Two	Spend a Day in the Life of Your Customers	Harvard Business Review	Gouillart & Sturdivant	Francis & Frederick	Jan/Feb 94	7
4	TOP	contem	Two	2001 Software 500	Software Magazine	Frye	Colleen	June/July 2001	32
5	chapter 1	cspmg	Two	What is a software product manager?	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	7
6	chapter 2	cspmg	Two	Sizing a market	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	7
7									<b>62</b>
8	AUTO	contem	Three	Taking on Autodesk	Red Herring	Loizos	Constance	November 1998	3
9	CON	contem	Three	Conspiracy of Change	Fast Company	Dillon	Pat	Oct-98	8
10	RISE	classic	Three	Rise of the Stupid Network	Isen.com	Isenberg	David	6/4/1997	8
11	DEFINING	classic	Three	Defining Next-Generation Products: An Inside Look	Harvard Business Review	Tabrizi & Walleigh	Behnam & Rick	Nov/ Dec 97	8
12	chapter 3	cspmg	Three	Evaluating the competition	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	7
13	chapter 4	cspmg	Three	Marketing Requirements Documents	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	13
14								<b>TOTAL</b>	<b>47</b>
15	HOW	classic	Four	How Architecture Wins Technology Wars <b>[READ FIRST]</b>	Harvard Business Review	Ferguson & Morris	Charles & Charles	March-April 93	11
16	WIL	classic	Four	Letters in response to "How Arch Wins Tech Wars" <b>[READ SECOND]</b>	Harvard Business Review	assorted		May-June 93	6
17	CHANGE	classic	Four	Changing the Centralized Mind	Technology Review	Resnick	Mitchel	7/1/1994	7

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18	ENT	classic	Four	How Entrepreneurs Craft Strategies That Work	Harvard Business Review	Bhide	Amar	March-April 94	12
19	HIST	classic	Four	History of Software Begins With the Work of Some Brainy Women	Wall Street Journal	Petzinger	Thomas W.	11/15/1996	3
20	ENCRYPT	contem	Four	A Web-Only Primer on Public-Key Encryption	the Atlantic Online	Mann	Charles C.	September, 2002	4
21	chapter 5	cspmg	Four	Product RoadMaps	Complete Software Product Marketing Guide	Wellens	Chris	Jan, 2002	5
22	chapter 6	cspmg	Four	Positioning	Complete Software Product Marketing Guide	Wellens	Chris	Jan, 2002	7
23								<b>TOTAL</b>	<b>55</b>
24	SEM	contemp	Five	The Semantic Web	Scientific American	Berner-Lee, Hendler	Tim, James & Ora	1-May-01	8
25	ENT	contemp	Five	Enterprise Software: High Hopes and low market shares	Red Herring	Chediak & Hibbard	Mark & Justin	1-Oct-01	1
26	chapter 7	cspmg	Five	The Interface to Engineering and the Product Team	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	4
27	SUPPLY	contemp	Five	The Supply Chain by Pieces	Line56	Ericson	Jim	1/3/2002	3
28	FOR	contemp	Five	Forrester Ranks Marketing Automation Apps	CRM Daily.com	Murphy	Erika	7/18/2001	2
29	IT	contemp	Five	Debate rages on IT spending and productivity	Red Herring	Fitzgerald	Michael	12/26/2001	3
30	JAVA	contem	Five	Is Java Obsolete?	Business 2.0	Tweney	Dylan	4/1/2002	1
31	MARK	contem	Five	Marketing Automation Gives CRM a Lift	Internetweek	Berry	John	Jan-02	5
32	IM	contem	Five	Instant Messaging Takes Off Within the Corporate World	Wall Street Journal-Online	Bulkeley	William M.	9/4/02	3

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33								<b>TOTAL</b>	<b>30</b>
34	CHALLENGE	classic	Six	Economists Decide to Challenge Facts of the QWERTY Story [READ SECOND]	Wall Street Journal - Interactive	Gomes	Lee	2/25/1998	3
35	CLIO	classic	Six	Clio and the Economics of QWERTY [READ FIRST]	American Economics Association	David	Paul	5/1/1985	6
36	MANY	contem	Six	From Many, Many	Red Herring	Craven	Delia	July 1999	3
37	PO	classic	Six	Positive Feedbacks in the Economy	Scientific American	Arthur	W.	Feb-90	6
38	TRA	classic	Six	Trapped in the Past [Aldus]	Upside Magazine	Lach	Eric	Jul-93	9
39	YES	classic	Six	Yes, ten million people can be wrong	Economist (The)			2/19/1994	1
40	LOYAL	contem	Six	The Mismanagement of Customer Loyalty	Harvard Business Review	Reinartz and Kumar	Werner and V.	July, 2002	9
41								<b>TOTAL</b>	<b>37</b>
42	chapter 8	cspmg	Seven	Software Licensing	cspmg	Wellens	Chris	January, 2002	5
43	SECRETS	contem	Seven	The Economic Espionage Act of 1966: The Theft of Trade Secrets	<a href="http://my.execpc.com/~mhalign/crim.html">http://my.execpc.com/~mhalign/crim.html</a>	Halligan	R. Mark	1996-1997	5
44	DMCA	contem	Seven	Time to rewrite the DMCA	CNET News	Boucher	Rick	29-Jan-02	3
45	MAKE	contem	Seven	Making an Ally of Piracy	New York Times	Lanier	Jaron	28-May-99	3
46	PATENT	contem	Seven	The Truth About Patents	Internet World	Roberts	Bill	Apr-00	12
47	SHOW	contem	Seven	Showdown in the Valley	Upside Magazine	Takahashi	Dean	Jul-Aug 97	5
48	MSOFT	contem	Seven	New Microsoft Licenses may increase costs	CNET News	Wilcox	Joe	10-May-01	3

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49	UNESCO	contem	Seven	Free Software Licenses	Unesco Free Software Portal	FSF Europe	<a href="http://www.unesco.org">www.unesco.org</a>	8/27/2002	4
50								<b>TOTAL</b>	<b>40</b>
51	CAN	classic	Eight	Can This High-Tech Product Sell Itself?	Harvard Business Review	Viriden	Thomas W.	Nov/Dec 95	10
52	GREAT	contem	Eight	How to Give a Great Demo	Alan Weinkrantz Co.	Coursey	David	97	6
53	PR	contem	Eight	Secrets of spin: PR for startups	Upside	O'Brien	Tia	June 1999	5
54	RIGHT	classic	Eight	How Do You Know When the Price Is Right?	Harvard Business Review	Dolan	Robert	Sept/ Oct 95	8
55	SYND	contem	Eight	Syndication: The Emerging Model	Harvard Business Review	Werbach	Kevin	May - June 2000	11
56	chapter 9	cspmg	Eight	Pricing Software Products	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	7
57								<b>TOTAL</b>	<b>47</b>
58	chapter 10	cspmg	Nine	Product Intro and Launch Plan	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	7
59	chapter 11	cspmg	Nine	Globalization	Complete Software Product Marketing Guide	Wellens	Chris	January, 2002	1
60	BEYOND	classic	Nine	Beyond the Cathedral, Beyond the Bazaar [READ SECOND]	See <a href="http://www.illuminata.com/">www.illuminata.com/</a>	Eunice	Jonathan	5/11/1998	9
61	CAT	classic	Nine	The Cathedral and the Bazaar [READ FIRST]	Talk at Linux Conference	Raymond	Eric S.	11/22/1998	29
62	MYTH	contem	Nine	The Mythical Man-Month	Addison-Wesley	Brooks	Frederick P.	1995	12
63	SOFT	contem	Nine	16 Best Practices [OPTIONAL READING]	Software Program Mgr's Network	McGrath	Frank	9/6/1996	22
64								<b>TOTAL</b>	<b>80</b>