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Altri autori (Persone)	McMeekin Andrew
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Nota di contenuto	1. Innovation by demand? An introduction / Andrew McMeekin, Ken Green, Mark Tomlinson and Vivien Walsh -- 2. Social mechanisms generating demand: a review and manifesto / Alan Warde -- 3. There's

more to the economics of consumption than (almost) unconstrained utility maximisation / G. M. Peter Swann -- 4. Variety, growth and demand / Pier Paolo Saviotti -- 5. Preferences and novelty: a multidisciplinary perspective / Wilhelm Ruprecht -- 6. Social routines and the consumption of food / Mark Tomlinson and Andrew McMeekin -- 7. Social categorisation and group identification: how African Americans shape their collective identity through consumption / Virag Molnar and Michele Lamont -- 8. Hyperembedded demand and uneven innovation: female labour in a male-dominated service industry / Bonnie H. Erickson -- 9. Greening organisations: purchasing, consumption and innovation / Ken Green, Barbara Morton and Steve New -- 10. Information and communication technologies and the role of consumers in innovation / Leslie Haddon -- 11. The incorporation of user needs in telecom product design / Vivien Walsh, Carole Cohen and Albert Richards -- 12. Markets, supermarkets and the macro-social shaping of demand: an instituted economic process approach / Mark Harvey -- Index.

Sommario/riassunto

Sociologists and economists are increasingly interested in understanding the patterns and drivers of technological innovation. This book brings together a range of experts to study the role of demand and consumption in the innovative process, including case studies to illustrate the issues raised.
