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4.6 Soft innovation in the creative industries: conclusions; Chapter 5: Soft Innovation Outside the Creative Industries: Food, Pharmaceuticals, and Financial Services; 5.1 Introduction; 5.2 The food industry; 5.3 Pharmaceuticals; 5.4 Financial services; 5.5 Soft innovation outside the creative sector: an overview; Part II: The Economic Analysis of Soft Innovation; Chapter 6: The Economic Analysis of TPP Innovation as a Foundation for the Analysis of Soft Innovation; 6.1 Introduction; 6.2 Some models of TPP innovation; 6.3 Soft innovations: a special case?; 6.4 Conclusion
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Sommario/riassunto

At its heart this book is about innovation and the innovation process. On the way, it considers aesthetics, design, creativity and the creative industries, and a number of other similar topics. Much of the existing economic literature on innovation has taken a particularly technological or functional viewpoint as to what sort of new products and processes are to be considered innovations. One of the key things this book shows is that there is a type of innovation, here labelled 'soft innovation', primarily concerned with changes in products (and perhaps processes) of an aesthetic or intellectu
