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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>1. Innovating the house -- 1.1 Background -- 1.2 Green building technology diffusion -- References --</p> <p>2. Understanding innovation and the challenges of innovation in housing -- 2.1 Innovation paradoxes -- 2.2 What is innovation in housing? -- 2.3 Diffusion models -- 2.4 The retrospective bias -- 2.5 Housing and path dependency -- 2.6 What are the attributes of housing that act as barriers to innovation? -- 2.7 Is the green challenge leading to more innovation in housing? -- References --</p> <p>3. The literature of innovation in housing -- 3.1 Background -- 3.2 Builder as innovation laggard -- 3.3 Innovation in construction -- 3.4 Innovation in residential construction and housing -- 3.5 Nonhousing innovation research -- 3.6 Commercial real estate -- 3.7 Conclusions -- References --</p> <p>4. The policy context for adopting and diffusing U.S. homebuilding technology -- 4.1 What is the policy innovation problem? -- 4.2 Naming the policy problem -- 4.3 Reframing the problem -- 4.4 Examples of public policy and homebuilding innovation -- 4.5 1960s to 1970s: CITP and Operation Breakthrough -- 4.6 1990s to 2000s: Energy Star, Building America, and the PATH -- 4.7 Policy vehicles -- 4.8 Conclusions: policy context and strategy --</p> <p>5. A review of the residential construction supply chain and its characteristics -- 5.1 The innovative milieu of residential construction</p>

-- 5.2 Residential construction as CoPS -- 5.3 The residential construction industry -- 5.4 Innovative trends in residential construction -- 5.5 Residential construction uncertainty -- 5.6 Conclusions -- References --
6. The residential construction supply chain and its stakeholders -- 6.1 The residential supply chain -- 6.2 The residential path to market -- 6.3 Residential product attributes -- 6.4 First trial conclusions -- 6.5 Continued use conclusions -- 6.6 Specialty products and local market barriers -- 6.7 Residential product commercialization -- 6.8 Moving forward: the role of the builder in the diffusion of residential construction innovation -- 6.9 Builders' innovative trends -- 6.10 Conclusions -- References -- Index.

Sommario/riassunto

Businesses, consumers, industry groups, and governments understand the importance of innovation and the innovation process for continued economic success and improvements in quality of life. However, innovation remains an opaque topic. A paradox exists in housing at-large; using innovation is vital yet accounting for the value to individual organizations remains a challenge. This paradox is supported by a landscape that includes a sizeable graveyard of failed attempts at innovation on grand and small scales. This book seeks to decrease the opacity of innovation processes in residential construction and housing. Along with the next book in the collection, this book addresses key questions pertinent to the potential for widespread diffusion of green buildings and for improvements in community sustainability. The first several chapters will orient the reader to the concept of innovation in housing and residential construction. The later chapters will examine both the role of the Federal government in supporting innovation in housing and the commercialization pathway for residential building technology innovations. The overarching purpose of this book is to provide context and foundation for later books in the collection and to assist readers in peeling back the complex layers of innovation in housing and residential construction.
