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Nota di contenuto	Contents; Acknowledgements; List of Figures; List of Tables; List of Abbreviations; Chapter 1: Introduction; 1.1 Purpose; 1.2 An overview; Part I: The Nature and Extent of Soft Innovation; Chapter 2: Defining Soft Innovation; 2.1 Introduction; 2.2 Product, process, and organizational innovations; 2.3 Soft innovation: the definition; 2.4 The two faces of soft innovation; 2.5 Soft innovation and product differentiation; 2.6 Judging the relative significance of soft innovations; 2.7 Science; 2.8 Research and development; 2.9 Patenting; 2.10 Conclusions Appendix A; 2.1: The Market-based Approach to Valuing the Significance of Soft Innovation A2.1.1 Introduction; A2.1.2 Soft innovation and the demand curve; A2.1.3 Soft innovation and the supply curve; A2.1.4 The significance of soft innovation; Appendix A2. 2: The Creative Industries; A2.2.1 The creative industries, an introduction; A2.2.2 The number of creative businesses; A2.2.3 Output and exports in the creative industries, United Kingdom; A2.2.4 The location of the creative industries in the United Kingdom; A2.2.5

Creative employment in the United Kingdom; A2.2.6 International comparisons
A2.2.7 An overview; Chapter 3: Aggregate Measures of Soft Innovation; 3.1 Introduction; 3.2 Innovation surveys; 3.3 Output of soft innovation and employment of soft innovators in the creative industries; 3.4 Employment of innovators outside the creative industries; 3.5 Design; 3.6 Copyrights and trademarks; 3.7 The PIMS database; 3.8 Conclusions; Chapter 4: Soft Innovation in the Creative Industries: Books, Recorded Music, and Video Games; 4.1 Introduction; 4.2 Product variant launches as a measure of the rate of soft innovation; 4.3 Book publishing; 4.4 Recorded music; 4.5 Video games
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
Chapter 7: The Supply of Soft Innovations; 7.1 Introduction; 7.2 Horizontal product differentiation; 7.3 Vertical product differentiation; 7.4 Conclusions; Chapter 8: The Diffusion of Soft Innovations; 8.1 Introduction; 8.2 The epidemic approach; 8.3 The diffusion of soft innovations in horizontally differentiated markets; 8.4 The diffusion of soft innovations in vertically differentiated markets; 8.5 An overview; 8.6 Normative issues; 8.7 Conclusion; Chapter 9: Soft Innovation and Uncertainty: Variant Proliferation, Insurance Markets, and Finance; 9.1 Introduction; 9.2 Uncertainty and variant proliferation

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
