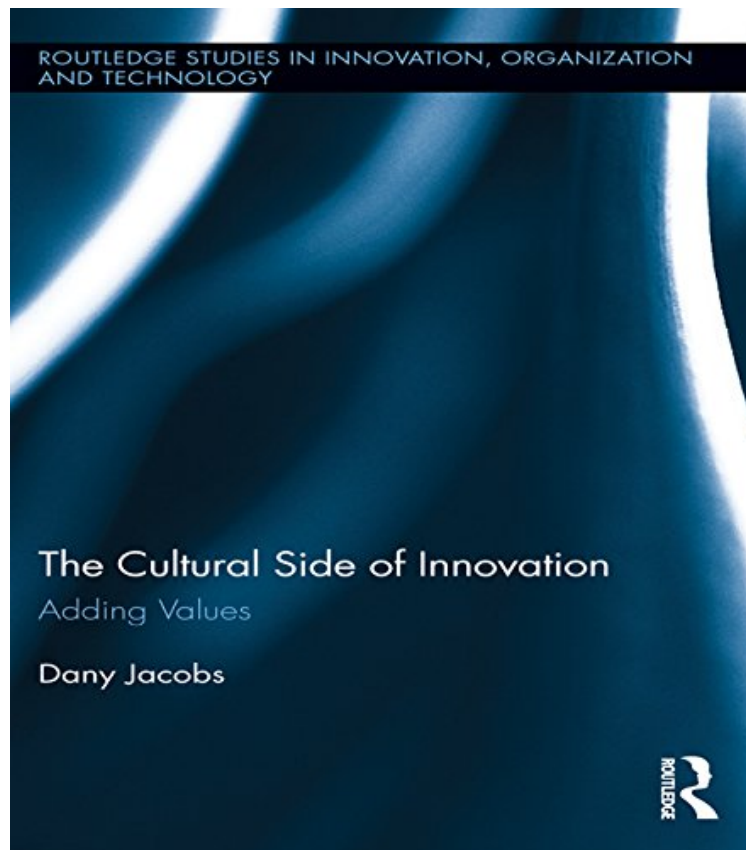


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The Cultural Side of Innovation: Adding Values (Routledge Studies in Innovation, Organization and Technology)

Dany Jacobs

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In most discussions about the knowledge-based economy, innovation is associated or even equated with technology, while culturersquo;s influence is ignored. Innovation is however embedded in cultural and social contexts, and neglecting these crucial contexts may impede an innovationrsquo;s diffusionmdash;and eventual success. This book places culture at the center of discussions on innovation, beginning with a comprehensive introduction to innovationrsquo;s various forms, including the history, sociology, and economics of innovation. Insights from marketing and psychology are integrated into a complexity theory framework, which are then utilized to evaluate case studies of organizations experiencing repeated innovation successes. The sometimes fraught relationship of firms to

creativity is discussed, and a new model for to calculating the creativity of an economy is presented.