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INNOVATION BY DEMAND: AN INTERDISCIPLINARY APPROACH TO THE STUDY OF DEMAND AND ITS ROLE IN INNOVATION



Manchester University Press. Paperback. Book Condition: new. BRAND NEW, Innovation by Demand: An Interdisciplinary Approach to the Study of Demand and Its Role in Innovation, Andrew McMeekin, Mark Tomlinson, Ken Green, Vivien Walsh, The structure and regulation of consumption and demand has recently become of great interest to sociologists and economists alike, and at the same time there is growing interest in trying to understand the patterns and drivers of technological innovation. This book, newly available in paperback, brings together...

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- Authored by Andrew McMeekin, Mark Tomlinson, Ken Green, Vivien Walsh
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