



## Innovation by Demand: An Interdisciplinary Approach to the Study of Demand and Its Role in Innovation

By Andrew McMeekin, Mark Tomlinson, Ken Green, Vivien Walsh

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 a range of sociologists and economists to study the role of demand and consumption in the innovative process. The book starts with a broad conceptual overview of ways that the sociological and economics literatures address issues of innovation, demand and consumption. It goes on to offer different approaches to the economics of demand and innovation through an evolutionary framework, before reviewing how consumption fits into evolutionary models of economic development. Food consumption is then looked at as an example of innovation by demand, including an examination of the dynamic nature of socially-constituted consumption routines. The book includes a number of illuminating case studies, including an analysis of how black Americans use consumption to express collective identity, and a number of...

### Reviews

*Complete guideline! Its this type of great read through. it absolutely was writtern quite perfectly and helpful. I am very happy to explain how this is basically the best book i actually have read through during my personal life and can be he very best book for at any time.*

-- **Joshua Gerhold PhD**

*A very awesome book with perfect and lucid reasons. It really is basic but shocks within the 50 percent of the book. Its been designed in an exceptionally easy way and is particularly merely right after i finished reading this ebook where in fact changed me, change the way i think.*

-- **Meagan Roob**