

# Contents

---

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of contributors</i>	ix
<i>Preface</i>	xi
1 Introduction	1
<i>Rod Coombs, Ken Green, Albert Richards and Vivien Walsh</i>	
2 Many visible hands	12
<i>Arie Rip and Aard J. Groen</i>	
3 Great expectations: the construction of markets, products and user needs during the early development of gene therapy in the USA	38
<i>Paul Martin</i>	
4 Reconceptualizing the user(s) of – and in – technological innovation: the case of vaccines in the United States	68
<i>Dale A. Rose</i>	
5 Inducement and blocking mechanisms in the development of a new industry: the case of renewable energy technology in Sweden	89
<i>Anna Johnson and Staffan Jacobsson</i>	
6 Shaping the selection environment: ‘chlorine in the dock’	112
<i>Andrew McMeekin</i>	
7 When markets meet socio-politics: the introduction of chlorine-free bleaching in the Swedish pulp and paper industry	136
<i>Adrian Smith and Alain Rajotte</i>	
8 Internet market applications in ship-broking: a framework and research findings	156
<i>Nikolaos Pisanias</i>	
9 Internet entrepreneurship: why Linux might beat Microsoft	177
<i>Maureen McKelvey</i>	
10 Design in the IT industry: the role of users	201
<i>Leslie Haddon and Gerd Paul</i>	
11 How innovative are users? A critique of learning-by-doing and -using	216
<i>Remco Hoogma and Johan Schot</i>	

12	Taste as a form of adjustment between food and consumers <i>Cécile Méadel and Vololona Rabeharisoa</i>	234
13	Services and innovation: demand-led changes in business organizations <i>Marcela Miozzo</i>	254
14	The missing link: innovation and the needs of less-developed country users <i>Andrew Tylecote and Claudia Galvao</i>	280
	<i>Index</i>	297