
Contents

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of contributors</i>	ix
Introduction	1
<i>Eric Shiu</i>	
1 What is innovation?	6
<i>Søren Harnow Klausen</i>	
2 Product design innovation: trade-off decisions on functionality, aesthetics and sustainability from the consumer perspective	32
<i>Eric Shiu</i>	
3 Innovation performance in service industries: unlocking the intricate effects of strategic orientations and the business model	45
<i>Colin Cheng</i>	
4 Organizing for creativity	75
<i>Farida Rasulzada</i>	
5 Four decades of engaging customers in product innovation	91
<i>Mai Khanh Tran</i>	
6 Developing a conceptual model of the impacts of electronic word-of-mouth on innovation adoption	122
<i>Yingying Qian</i>	
7 Cultural influences on innovation resistance: a conceptual framework	156
<i>Nasir Salari</i>	
8 The influence of personality on creativity	173
<i>Eva Hoff and Ingegerd Carlsson</i>	
9 <i>Chan/zen</i> of creativity management	207
<i>Ai-Girl Tan</i>	

10	Creativity in advertisement: how advertisements strike people – a critical discussion of the role of original ideas and background music	223
	<i>Alessandro Antonietti and Barbara Colombo</i>	
	Concluding remarks	236
	<i>Eric Shiu</i>	
	<i>Index</i>	241