## Contents

Preface	ix
List of Contributors	xi
Editor's Introduction	xv
Part I The Evolution of Technology, Markets, and Industry	1
1 Technology and Industry Evolution	3
Rajshree Agarwal and Mary Tripsas	
2 The Evolution of Markets: Innovation Adoption, Diffusion, Market Growth, New Product Entry, and Competitor Responses	57
Venkatesh Shankar	
PART II THE DEVELOPMENT AND INTRODUCTION OF NEW PRODUCTS	113
3 Understanding Customer Needs	115
BARRY L. BAYUS	
4 Product Development as a Problem-solving Process	143
Christian Terwiesch	
5 Managing the 'Unmanageables' of Sustained Product Innovation	173
DEBORAH DOUGHERTY	

PAI	RT III THE MANAGEMENT AND ORGANIZATION OF INNOVATION	195
6	Rival Interpretations of Balancing Exploration and Exploitation: Simultaneous or Sequential?	197
	ERIC L. CHEN AND RIITTA KATILA	
7	R&D Project Selection and Portfolio Management: A Review of the Past, a Description of the Present, and a Sketch of the Future	215
	D. Brunner, L. Fleming, A. MacCormack, and D. Zinner	
8	Managing the Innovative Performance of Technical Professionals	239
	RALPH KATZ	
PA	RT IV TECHNOLOGY STRATEGY	265
9	The Economics and Strategy of Standards and Standardization	267
	Shane Greenstein and Victor Stango	
10	Intellectual Property and Innovation	295
	ROSEMARIE H. ZIEDONIS	
11	Orchestrating Appropriability: Towards an Endogenous View of Capturing Value from Innovation Investments	335
	Henry Chesbrough	
12	Individual Collaborations, Strategic Alliances and Innovation: Insights from the Biotechnology Industry	353
	Paul Almeida, Jan Hohberger, and Pedro Parada	
PA	RT V WHO INNOVATES?	365
13	Technology-Based Entrepreneurship	367
	DAVID H. HSU	
14	Knowledge Spillover Entrepreneurship and Innovation in Large and Small Firms	389
	DAVID B. AUDRETSCH	

	CONTENTS	vii
15	The Financing of Innovation	409
	Bronwyn H. Hall	
16	The Contribution of Public Entities to Innovation and Technological Change	431
	MARYANN P. FELDMAN AND DIETER F. KOGLER	
Ind	dex	461

945

ě