



List of Case Studies

Each chapter includes four or more short 'box case studies' and one main case study. The main chapter case studies look at themes raised in the chapter and include a set of assignment questions. These are designed to help the reader generalize some of the ideas from the case study. The majority of the cases are new and based on interviews with the managers involved. A deliberate international mix of examples from both the service and manufacturing sectors has been selected.

Chapter	Case No.	Page No.	Sector	Main Country or Region	Organization
1 The Role of Innovation	1.1	3	Service	Germany	Metro AG's Future Store
	1.2	10	Manufacturing	UK	Gillette
	1.3	11	Manufacturing	UK	Tetley's Teabags
	1.4	13	Service	India	Les Concierges
	1.5	26	Service	Singapore	Singapore Airlines
	Main 1	37	Service	Japan	NTT-DoCoMo
2 Innovation and Economics	2.1	52	Service	Australia	Australian Medical Care
	2.2	54	General	Holland	Dutch Government
	2.3	58	Service	Argentina	Repsol YPF
	2.4	60	Manufacturing	Germany	Extricom GmbH
	2.5	61	General	—	Dvorak versus QWERTY
	Main 2	65	Manufacturing	UK	Richardson Knives
3 Contrasting Services with Manufacturing	3.1	81	Manufacturing	USA/Europe	Boeing and Airbus
	3.2	83	Service	UK	Dial-a-Flight
	3.3	85	Service	Malaysia	Malaysia Airlines
	3.4	89	Service	USA	Innovating in Healthcare
	3.5	91	Service	UK	Halifax Building Society
	Main 3	94	Service	Ireland	AXA Insurance
4 Developing an Innovation Strategy	4.1	103	Service	Germany	Allianz-Versicherungs-AG
	4.2	107	Service	France	Formule 1 Hotels
	4.3	114	Manufacturing	Italy	Fiat
	4.4	118	Manufacturing	—	The Case of Betamax and VHS
	4.5	125	Manufacturing	USA	Hewlett-Packard
	Main 4	139	Manufacturing		Domino Printing Sciences
5 Ideas: Managing Creativity and Knowledge	5.1	148	Service	UK	PA Consulting Group
	5.2	163	Service	Europe	Equant
	5.3	167	Manufacturing	UK	Clarks
	5.4	179	Manufacturing	Europe	Micro Scooters
	Main 5	182	Manufacturing	USA	Texas Instruments

Chapter	Case No.	Page No.	Sector	Main Country or Region	Organization
6 Prioritization: Selecting and Managing the Portfolio	6.1	187	Service	USA	The World Bank
	6.2	196	Manufacturing	Spain	Zara
	6.3	206	Manufacturing	USA/Germany	Laserco
	6.4	209	Manufacturing	USA/Germany/ Japan	Agilent Technologies
	6.5	214	Manufacturing	Ireland	Fruit of the Loom
	Main 6	221	Service	UK	Britannia Building Society
7 Implementation	7.1	227	Service	New Zealand	NZ Dpt. of Conservation
	7.2	230	Service	USA	Pizza Hut
	7.3	236	Manufacturing	Holland	Organon
	7.4	245	Service	USA	Bank of America
	7.5	247	Manufacturing	Italy	Fiat Iveco
	7.6	249	Service	USA	Cruise Liners
	Main 7	261	Service	India	Wipro Technologies
8 People, Organization and Innovation	8.1	272	Service	USA	United Parcel Service
	8.2	279	Manufacturing	Malaysia	Texas Instruments
	8.3	280	Service	Japan	QB Net Barbershops
	8.4	284	Manufacturing	USA	3M
	8.5	287	Manufacturing	USA	Lockheed
	8.6	301	Manufacturing	Germany	Fischer GmbH
	8.7	303	Manufacturing	USA	Zenith Electronics
	Main 8	306	Manufacturing	UK	Lever Faberge
9 Boosting Innovation Performance	9.1	323	Service	UK/Germany	Evotec OAI
	9.2	327	Manufacturing	Thailand	Cobra
	9.3	328	Manufacturing	Italy	Fiat Iveco
	9.4	334	Service	UK	Synectics
	Main 9	338	Manufacturing	Germany	Sidler GmbH & Co
10 The Future of Innovation Management	10.1	345	Manufacturing	Worldwide	Automotive
	10.2	347	Manufacturing	Germany	The Lotus Effect
	10.3	349	Service	Europe	Vodafone Group
	10.4	351	Manufacturing	India	The Jaipur Foot
	10.5	352	Manufacturing	USA	Microsoft
	Main 10	356	Service/ Manufacturing	USA	Hewlett-Packard BITS