

CONTENTS

Acknowledgments / ix

INTRODUCTION / The Ubiquity and Ambiguity of
Routinized Business Innovation / 1

ONE / Robinson Crusoe in Manhattan: Planned Accidents
Are Good to Innovate With / 28

TWO / "Putting This Mess into a Structure": Cultural Contradictions
and Discursive Resolutions / 55

THREE / "Listening to the Voice of the Product":
Human Creativity Displaced / 77

FOUR / The Post-it Note Economy: Understanding Post-Fordist
Business Innovation / 101

FIVE / Clutter: Unpacking the Stuff of Business Innovation / 124

SIX / "Life Design": The Omnivorous Logic of Business Innovation / 147

CONCLUSION / Institutional Myths of Innovation / 177

Notes / 189

List of References / 199

Index / 211

