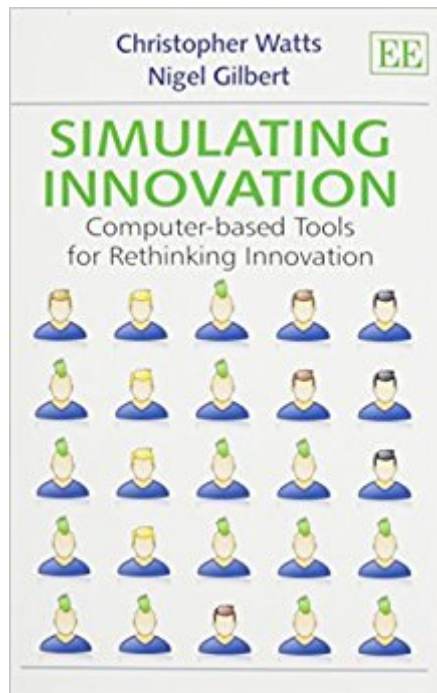


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Simulating Innovation: Computer-Based Tools For Rethinking Innovation



Synopsis

'This book brings together computer models and simulation approaches that allow the investigation of a wide range of innovation related issues, and hence will be of interest for academics and researchers from a variety of innovation related disciplines.'- Mercedes Bleda, Journal of Artificial Societies and Social Simulation

Christopher Watts and Nigel Gilbert explore the generation, diffusion and impact of innovations, which can now be studied using computer simulations. Agent-based simulation models can be used to explain the innovation that emerges from interactions among complex, adaptive, diverse networks of firms, people, technologies, practices and resources. This book provides a critical review of recent advances in agent-based modeling and other forms of the simulation of innovation. Elements explored include: diffusion of innovations, social networks, organizational learning, science models, adopting and adapting, and technological evolution and innovation networks. Many of the models featured in the book can be downloaded from the book's accompanying website. Bringing together simulation models from several innovation-related fields, this book will prove a fascinating read for academics and researchers in a wide range of disciplines, including: innovation studies, evolutionary economics, complexity science, organization studies, social networks, and science and technology studies. Scholars and researchers in the areas of computer science, operational research and management science will also be interested in the uses of simulation models to improve the understanding of organization.

Book Information

Paperback: 304 pages

Publisher: Edward Elgar Pub; Reprint edition (July 31, 2015)

Language: English

ISBN-10: 1783472456

ISBN-13: 978-1783472451

Product Dimensions: 0.8 x 6.2 x 9.5 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

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Best Sellers Rank: #3,346,033 in Books (See Top 100 in Books) #78 in Books > Engineering & Transportation > Engineering > Reference > Research #778 in Books > Computers & Technology > Computer Science > Computer Simulation #23873 in Books > Science & Math > Technology

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