CONTENTS

LIST OF CONTRIBUTORS vii

INTRODUCTION ix

CHAPTER 1 FRAMING THE CONCEPTUAL MEANING AND FUNDAMENTAL PRINCIPLES OF INNOVATION
   Matthew M. Mars 1

CHAPTER 2 BRINGING OBJECTIVITY TO THE OTHERWISE ABSTRACT NATURE OF CULTURAL INNOVATION
   Matthew M. Mars 13

CHAPTER 3 THE FORMS OF INNOVATION: PRODUCT AND PROCESS
   Matthew M. Mars 35

CHAPTER 4 THE REPURPOSING AND LEGACY OF INNOVATION
   Matthew M. Mars 51

CHAPTER 5 ASSESSING THE IMPACT OF INNOVATION
   Matthew M. Mars 65

CHAPTER 6 CONTEMPORARY CONDITIONS AND CONSIDERATIONS
   Matthew M. Mars 83
CHAPTER 7  INNOVATION AND ENTREPRENEURSHIP IN THE CONTEXT OF CHANGE
    Matthew M. Mars  97

CHAPTER 8  BUILDING TOWARD A HOLISTIC MODEL OF INNOVATION AND ENTREPRENEURSHIP EDUCATION: TRANSFORMATION BEFORE COMMERCIALIZATION
    Matthew M. Mars  113

CHAPTER 9  OPPORTUNITIES AND CHALLENGES: RESEARCH AND INNOVATION IN THE LIFE SCIENCES
    Randy Burd  125

CHAPTER 10  A RESPONSE AND CONCLUSION
    Matthew M. Mars  141