



# **Low-Cost, Low-Tech Innovation: New Product Development in the Food Industry (Routledge Studies in Innovation, Organization and Technology)**

*Vijay Vyas*

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Like much of SMEs research, innovation studies of small enterprises have commenced later and are less numerous. The focus of such studies remains high-technology enterprises, which continue to attract both academic and popular interest, oblivious to the innovative endeavours of people in traditional low-tech industries.

This book attempts to address this imbalance through a comprehensive analysis of innovation in this largely neglected area. Based on case studies of seven small innovative food companies, this book presents an in-depth analysis of innovation in the Scottish food and drinks industry and unravels a lesser-known approach to effective low-cost product innovation, which is simple and economical, yet elegant and successful.

Using careful data collection and rigorous statistical testing, the analysis and findings in this book address a wide spectrum of interests: academics in business schools, policy makers in governments and executives and entrepreneurs in food and other low-technology sectors.

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