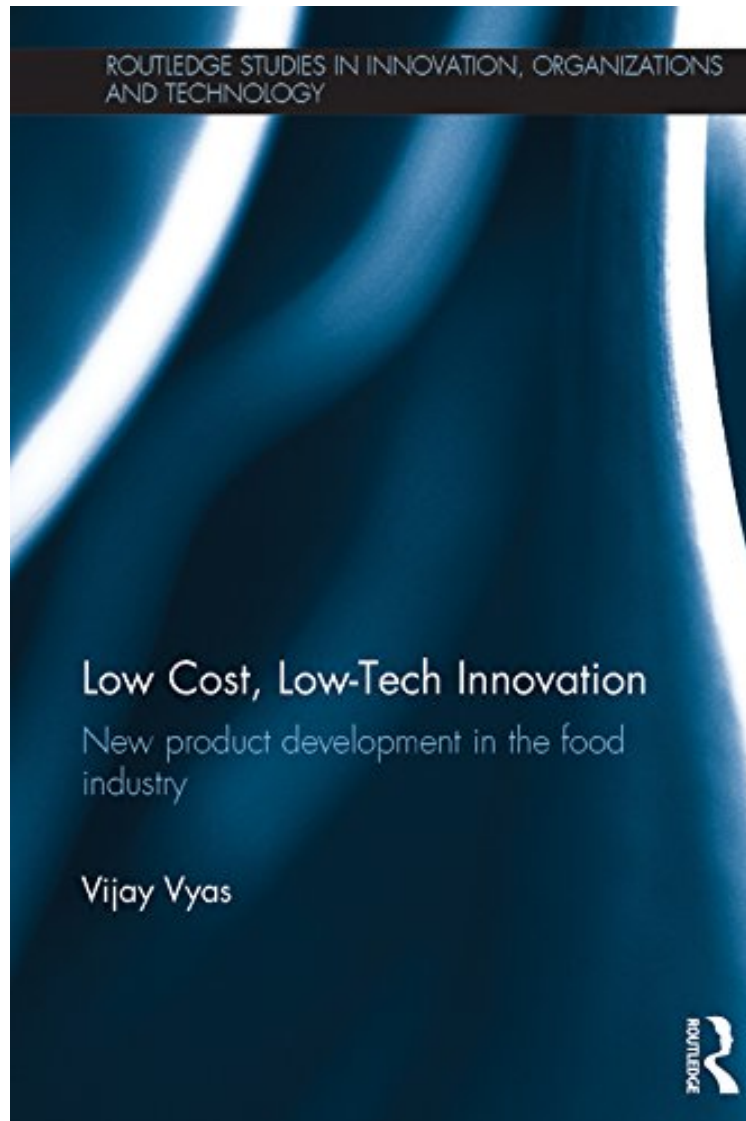


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## **Low-Cost, Low-Tech Innovation: New Product Development in the Food Industry (Routledge Studies in Innovation, Organization and Technology)**

*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.

'Vijay Vyas addresses the dearth of significant research on low tech SMEs. Drawing from case studies of seven small companies it throws light on effective low-cost product innovation in small innovative Scottish food companies. It will be an insightful resource for SMEs seeking to be innovative, including the non-innovative food companies. Its analysis and findings offers significant suggestions for Government policy makers.' - Sunil Shukla, Professor, Entrepreneurship Development Institute of India 'Vijay Vyas's book provides a unique blend of insights that should be of interest to both academics and managers in the food industry. The book is full of insights about the role of innovation within Low-Tech industries and we are treated to a deep and well thought through study of the role of product innovation, its antecedents and its consequences for small business innovation' -nbsp;Luke Pittaway, Professor, Center for Entrepreneurship, Ohio University, USA