



Inventing the House: Case-Specific Studies on Housing Innovation

Andrew R. Sanderford, Andrew P. McCoy, Dong Zhao, Charles T. Koebel

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
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Businesses, consumers, industry groups, and governments understand the importance of innovation for continued economic success and improvements in quality of life. However, innovation in the housing and residential construction industry remains a topic about which little is known while a small but growing literature is making positive progress. Building on the first book in the Housing Innovation collection, the purpose of this book is to share new research paradigms that focus on innovation and are, in and of themselves, innovative. The first chapters focus on a newly created diffusion of innovation model and its application to the industry while later chapters showcase several innovative techniques that shed new light on housing, residential construction, and policy-making. As the second book in the Housing Innovation collection, this book is designed to assist readers as they continue to peel back the complex layers of innovation in housing and residential construction.

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