



Abstracts

Abstracts Editor: Merle Crawford, The University of Michigan

The driving essence of *The Journal of Product Innovation Management* is multidisciplinary—the merging of ideas from many different disciplines and fields of study to comprise the new one of Product Innovation Management. *Articles* in this journal are selected with an eye toward how they help bridge the disciplines gap. *Abstracts* are selected similarly, their sources lying in many different technical fields such as engineering and the sciences, plus strategic management, marketing, law, human resources, psychology, design, packaging, and scores more.

Moreover, the abstracts are more than topical capsules. They are written to highlight the substance of each article *as it relates to product innovation*, the presumption being that most readers will never see the original articles. Many of the articles contain material not directly related to product innovation, and that material is not abstracted here. The citations are arranged in a nonconventional format, so that the subjects of the articles stand out.

We welcome comments about this service, and we would like to know if there are other publications we should be covering or if there are persons who would like to join the abstracting staff.

The Editors

Publications Being Abstracted

Academy of Management Review
Across the Board

Business Horizons
Business Marketing
Business Week
California Management Review
Creativity and Innov. Mngt.
Design
Design Studies
European J. of Marketing
Food Drug and Cos. Law R.
Forbes
Fortune
Futurist
Harvard Business Review
IDEA
IEEE Trans. on Eng. Mngt.
Industrial Mngt. & Data Sys.
Industrial Marketing Mngt.
Innovation
Intellectual Property J.
International Design
International Management
International Marketing Review
Inter. J. of Res. in Marketing
J. of Advertising Research
J. of Applied Psychology
J. of Bus. & Ind. Marketing
J. of Business Research
J. of Business Strategy
J. of Business Venturing
J. of Consumer Marketing
J. of Consumer Research
J. of Creative Behavior
J. of Eng. and Tech. Mngt.
J. of Management Studies

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