

# Index

<b>1</b>	<b>Introduction .....</b>	<b>1</b>
1.1	Motivation and research goal .....	1
1.2	Research concept .....	9
1.3	Thesis structure .....	16
1.4	Terms and definitions .....	18
<b>2</b>	<b>Customer integration into product innovation: state-of-the-art in research.....</b>	<b>23</b>
2.1	Insights on customer integration from organizational learning theory .....	25
2.2	Literature on the process organization of product innovation .....	28
2.3	Literature on the structural organization of customer integration .....	38
2.4	Literature on the incorporation of customer contributions into product innovation...	49
2.5	Overall contributions and limitations of the existing literature .....	57
<b>3</b>	<b>Reference framework development based on Extreme Programming.....</b>	<b>61</b>
3.1	Introduction to Extreme Programming .....	62
3.2	Extreme Programming assessment from an industrial product innovation perspective .....	76
3.3	Summary of an XP-based customer integration framework.....	87
<b>4</b>	<b>Customer integration in industrial product innovation practice.....</b>	<b>91</b>
4.1	Case study method and design .....	91
4.2	Case one: customer integration at Hilti.....	94
4.3	Case two: customer integration at Buechi .....	109
4.4	Case three: customer integration at IDEO .....	123
4.5	Case four: customer integration at Tribecraft .....	137
<b>5</b>	<b>Building theory on customer integration into product innovation .....</b>	<b>151</b>
5.1	Case summaries of four customer integrating companies .....	152
5.2	Conceptualizing customer contributions into product innovation .....	169
5.3	Shaping propositions for theory building .....	176
5.4	Summary of conceptual model and propositions.....	194
<b>6</b>	<b>Managerial implications for integrating customers into industrial product innovation .....</b>	<b>197</b>
6.1	Determinants of customer integration into product innovation .....	198
6.2	Decision model for XP-based product innovation.....	208
6.3	Implementing XP-based product innovation .....	224

---

<b>7 Conclusion .....</b>	<b>231</b>
7.1 Implications for management theory .....	231
7.2 Implications for management practice .....	236
<b>References .....</b>	<b>245</b>