

Editorial . . . . .	VII
<b>Innovativeness and Innovation Success – A Meta-Analysis</b>	
Alexander Kock, Berlin . . . . .	1
<b>What a Difference a DV Makes ... The Impact of Conceptualizing the Dependent Variable in Innovation Success Factor Studies</b>	
Rudolf Dömötör, Prof. Dr. Nikolaus Franke and Dr. Christoph Hiennerth, Vienna . . . . .	23
<b>How a Corporate Mindset drives Product Innovativeness</b>	
Dr. Katrin Talke, Graz . . . . .	47
<b>Innovation Strategy Explored: Innovation Orientation's Strategy Preconditions and Market Performance Outcomes</b>	
Prof. Dr. Ricarda Bouncken, Greifswald, Dr. Michael Koch and Prof. Dr. Thorsten Teichert, Hamburg . . . . .	71
<b>Facilitating information flow across organizational interfaces for successful innovation projects – the impact of product innovativeness</b>	
Prof. Dr. Sören Salomo, Graz, Prof. Dr. rer. oec. habil. Hans Georg Gemünden, Berlin and Dr. Fabian Billing, Düsseldorf . . . . .	97
<b>Organisational Culture and Fuzzy Front End Performance in New Product Development</b>	
Prof. Dr. Holger Ernst and Dipl.-Wirtsch.-Ing. Stefan Kohn, Vallendar . . . . .	123
ZfB · Grundsätze und Ziele . . . . .	XI
ZfB · Herausgeber/Editorial Board . . . . .	XIII
ZfB · Impressum/Hinweise für Autoren . . . . .	XIV