

The Journal of the Research Institute of Business
THE CHIKI BUNSEKI

Vol. 49 No. 1

Contents

Articles

- Economic Growth and Exchange-rate Fluctuation in East Asia
..... *Yoshiaki OKADA* (1)
- The Concept of Innovativeness of Products or Services in Marketing
-Understanding Innovativeness as “Difference”-
..... *Masashi AKIMOTO* (27)
- Data Description by Sets of Labels with Multiple Attributes
..... *Masahiro KUZUNISHI* (43)
- Shorter Diary of the Institute* (67)
- The Rules of the Institute (69)
- Note for Contributors (71)

September 2010

THE RESEARCH INSTITUTE OF BUSINESS

AICHI GAKUIN UNIVERSITY

Nisshin, Aichi, Japan