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Innovation Types

#7-10:

"Experience"

These types of
innovation are
the most
customer-facing,

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but this also makes them the most subject to interpretation. While other innovations tend to occur upstream, innovations in experience all get trialed in the hands of customers. For this reason,

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intense care is
needed in
rolling out
these ideas.

Breakthroughs

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Art of**

Discovering a

...

Innovation
principles to
bring about
meaningful and

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sustainable The
growth in your
organization.

Using a list of
more than 2,000
successful
innovations,
including Cirque
du Soleil, early
IBM mainframes,
the Ford Model-
T, and many
more, the
authors applied

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a proprietary
algorithm and
determined ten
meaningful
groupings?the
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provided insight
into innovation.

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Types of Innovation: The Discipline of Building ...

The Ten Types of
Innovation
framework is the
result of an
exhaustive study
of more than
2,000 successful
innovations,
including
Google, Lego,

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McDonalds, The
Amazon.com,
Microsoft,
Cirque du
Soleil, the Ford
Model-T, and
thousands more,
to uncover the
10 innovative
concepts that
innovators
successfully
deploy.

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10 Types of The

Innovation

Examples, Ten

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Innovation ...

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principles to

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meaningful and sustainable growth in your organization

Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the

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authors applied
a proprietary
algorithm and
determined ten
meaningful
groupings—the
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provided insight
into innovation.

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The Ten Types of
Innovation®

framework

provides a way
to identify new
opportunities
beyond products
and develop
viable
innovations.

Overview of the
Discipline. At
the heart of the

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innovation is our
discovery: all
great
innovations,
throughout
history,
comprise some
combination of
these ten basic
types. This is
our Periodic
Table.

Ten Types |

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Types Of

Doblin - The

Innovation

Consultants

Ten types of

innovation (aka

innovation

strategies):

Profit model

innovation;

Network

innovation;

Structure

innovation;

Process

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innovation; The

Product
performance

innovation;

Product system

innovation;

Service

innovation;

Channel

innovation;

Brand

innovation;

Customer

engagement

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innovation; In
my mind, some of
the best
innovation ideas
right now are
not products.

**Ten secret types
of innovation –
essential
knowledge**

TEN TYPES OF
INNOVATION THE
BUILDING BLOCKS

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OF BREAKTHROUGHS

At the heart of any new discipline there often lies a simple, organizing system—an underlying structure and order governing what works and what fails. This is what the Ten

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Types of Innovation The

Innovation®

framework brings

to innovation.

Consciously

Ebook Larry

TEN TYPES OF

INNOVATION -

Doblin

Often when

people think of

innovation, the

first thing that

comes to mind is

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product innovation The

innovation.

However, there are actually 10 different types of innovation—and the more types you incorporate, the more successful your innovation is likely to be.

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**10 Types of The
Innovation -
SlideShare**

SingularityU

South Africa

Summit 2017

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Innovation |
Larry Keeley |
SingularityU
South ...**

The Ten Types of
Innovation is a

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methodology that is particularly useful at helping us think more broadly, let's take a look at how it works. Since the late 90's, the Doblin group has been working with the Ten Types framework, led by Larry

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Discipline

The Ten Types of

Innovation

Framework - and

How to Use It

Ten Types of

Innovation: The

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Building

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will help you

and your team

understand that

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the situation nowadays is so urgent and time is limited. You really need a breakthrough. The book shows 9 other creative patterns besides the new samples. These are the essential factors to found your competitive

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advantage. The

Discipline

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If you want to
learn more about

Doblin's 10

Types of

Innovation®,

read the article

at www.mindtools

[*Page 36/47*](http://www.mindtools.com/10-types-</p></div><div data-bbox=)

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innovation To be
a successful
company, you
n...

Breakthroughs

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YouTube

For an agency
that makes its
living doing
product
innovation, 10

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Keeley
Innovation is a
challenge. Sure,
there's more to
innovation than
product
innovation, but
from a consumer
perspective
products (and
services) are
what people pay
for. The product
is where the

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value innovation The
transaction
takes place. The
kinds of non-
product
innovations
discussed in ...
Keeley

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Building ...**

Product system
innovation is

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one of the lesser-used ones within Doblin's 10 types of innovation.

These kinds of innovation are also examples of innovation within the business model.

Apple has been a pioneer in the innovation of

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the product The
system. On one
hand, these
types of
innovations help
organizations in
generating
higher revenues.

**Doblin's 10
types of
innovation -
Management
Weekly**

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The above 10
types of
innovation do
not take into
account things
like
accountability
of a company
towards the
society and till
the time we do
not start
considering the
above categories

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as Innovation The

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Understanding

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types of

innovations with

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Ten types of

Innovation is a

tool that you

can use on a

weekly basis but

before we get

too involved in

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the tool, let's quickly examine why and how a different ideation

technique will make a difference. To

do that, let's first take a minute or two to understand what are ideas and how to get more

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Discipline
3 Winning models
Building
for Innovation
Brainstorms.

Part 1: Ten ...
The Ten Types of
Innovation is
indispensable at
both an
individual and
collective
level,
regardless of

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innovation, to those
dedicated to the
pursuit of
making a

meaningful
impact. Keeley's
Ten Types of
Innovation: >

Profit Model

–How you make

money > Network

–How you connect

with others to

create value

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