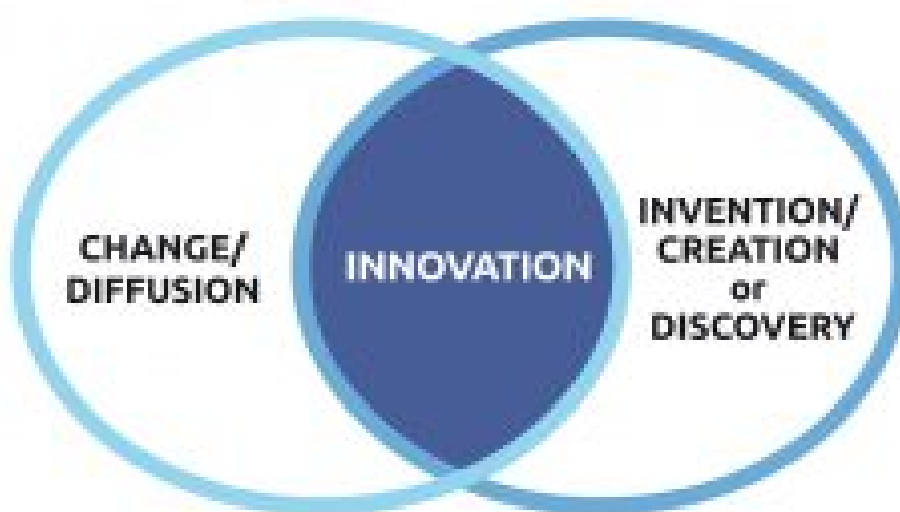


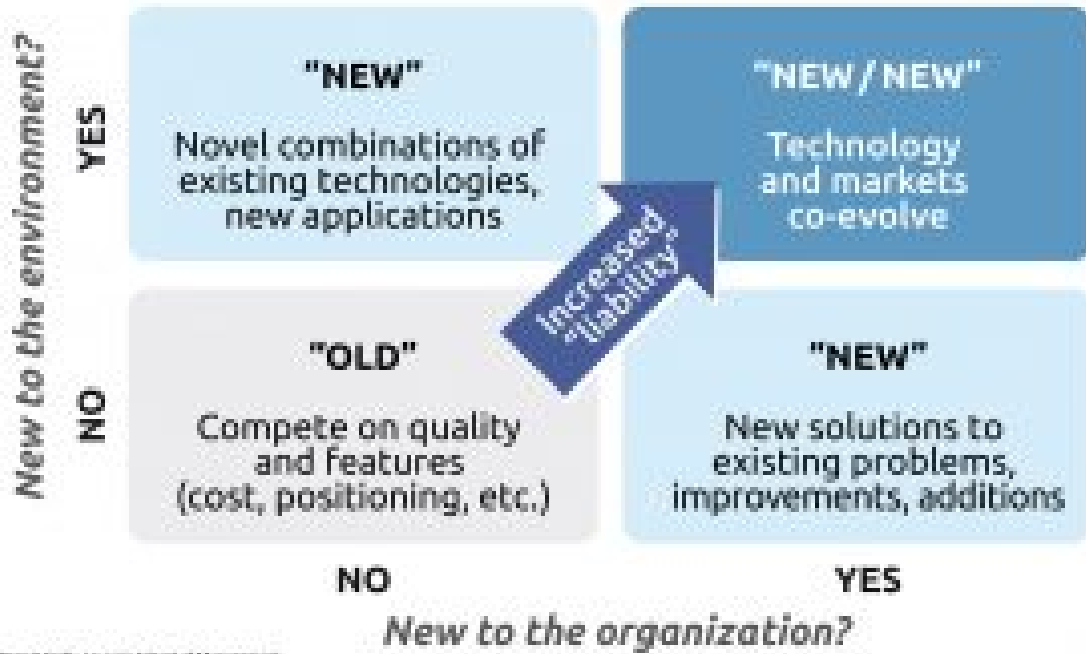
By Benoît Gailly, 17 January 2018

Innovation as a business: more than creativity



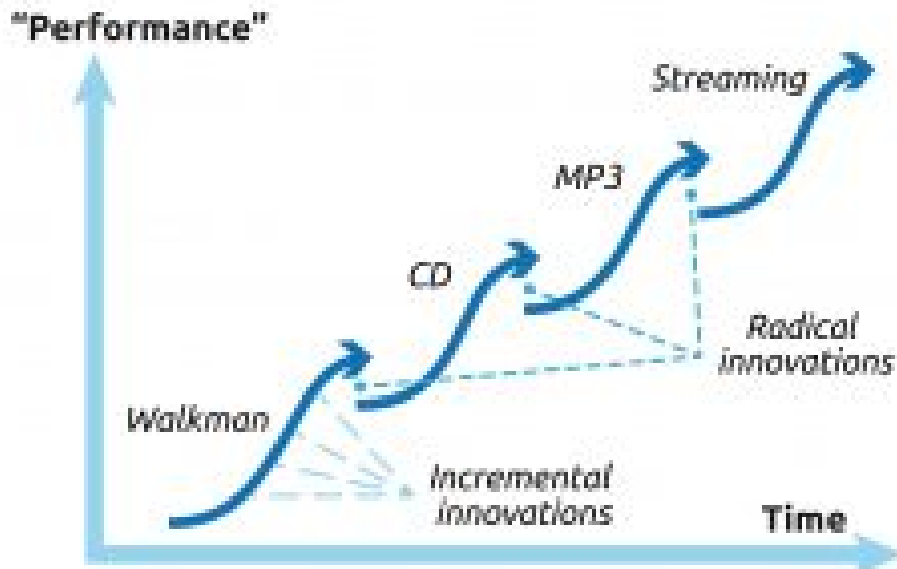
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Innovation means much more than invention. Managing innovation means managing both newness and change, and the latter often matters the most.



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Newness is relative. What is today new to one manager, its organization or its environment might not be to another.



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Innovation is about changing people's perceptions and realities, combining **many small steps and a few big bets**

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