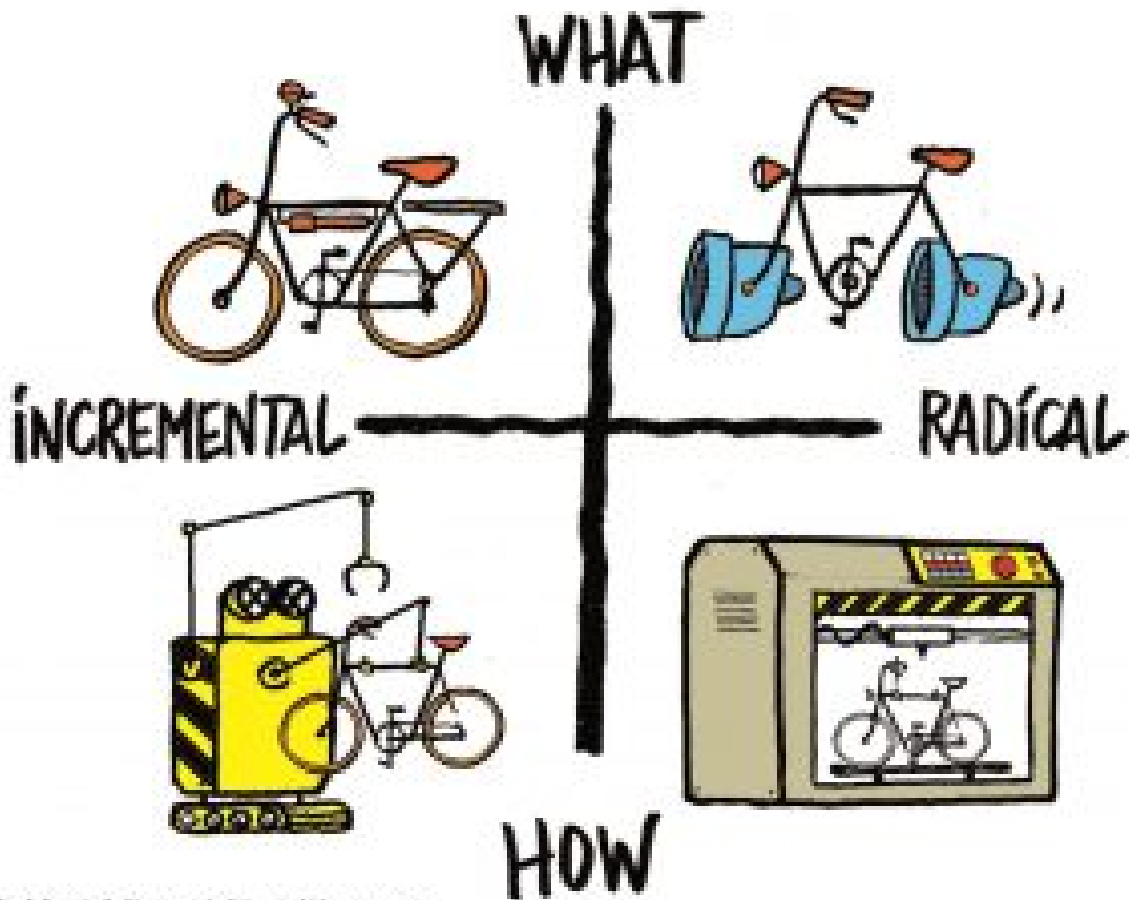


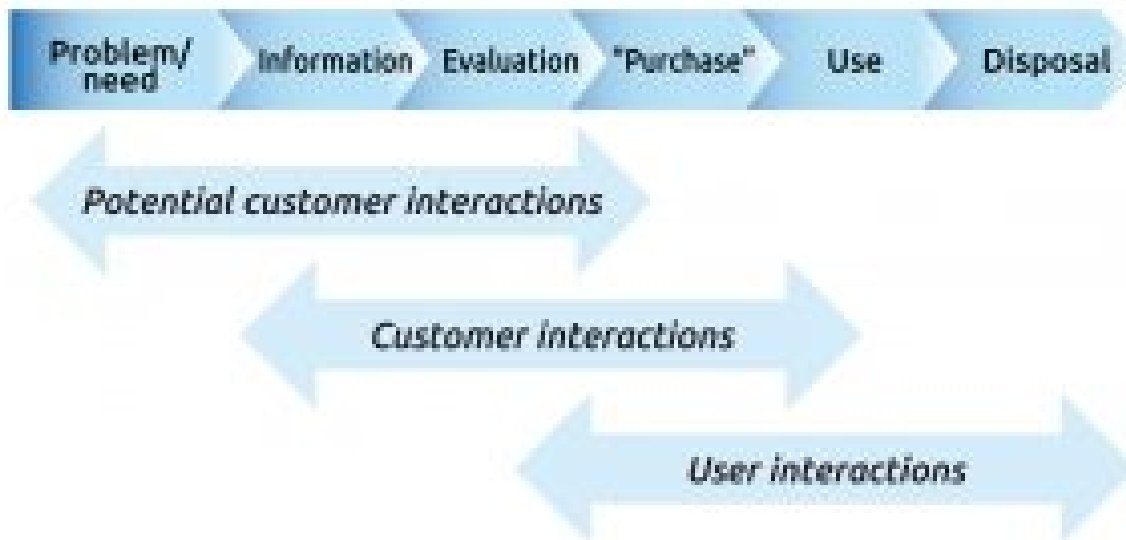
By Benoît Gailly, 17 January 2018

# Innovation typology: beyond new products



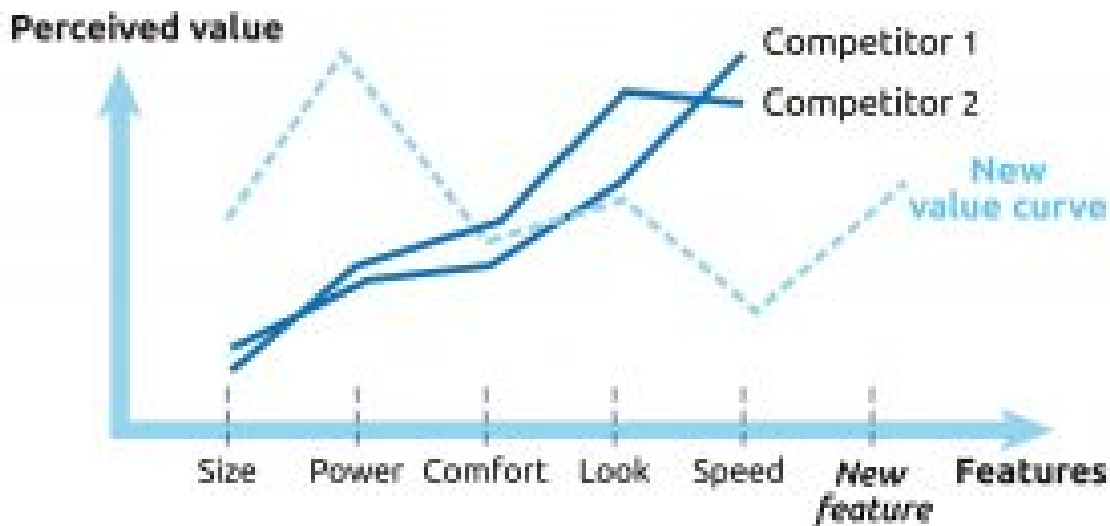
(c) Prof. Benoît Gailly, Toulouse School of Management

Innovation is about both making new things (“**what**”) and making similar things in new ways (“**how**”).



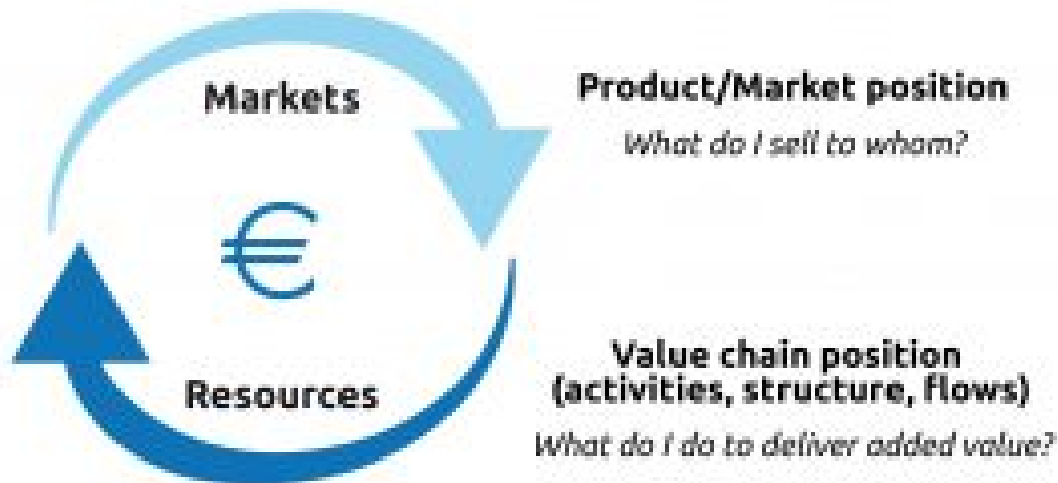
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Innovation is about **new value propositions and new services**, new ways to market to and interact with customers. This means much more than developing new products.



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Innovation is also about finding new ways to differentiate, and new **value curves that disrupt** competitors but not customers.



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Innovation is ultimately about designing **new business models** and new ways to deliver, share and capture value.

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