

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 (and valuable) to some manager, their organization or their environment might not be to others.

## **IPdigIT**



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



il Peri Brezi fally sussibilitat efitoragement

### **IPdigIT**

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**Keywords**: definition of innovation, innovation vs. creativity, innovation vs. invention, new combinations.

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*Keywords*: crossing the chasm<sub>7</sub> early adopters, liability of newness, newness is relative, novelty.

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### Many small steps and a few big bets

**Keywords**: architectural innovation, continuous improvement, dominant design, incremental vs. radical innovations, operational effectiveness, paradigms.

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