

By Benoît Gailly, 17 January 2018

Innovation typology: beyond new products

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

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

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

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

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What is new: what vs. how

Keywords: *administrative innovation, Industry 4.0, managerial innovation, organizational innovation, process innovation, product innovation*

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New value propositions and new interactions

Keywords: customer interaction, differentiation, new value proposition, product-as-a-service, service innovation, servitization

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New and disruptive value curves

Keywords: disruptive innovation, frugal innovation, quality, social innovation, value curve, value innovation

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New business models

Keywords: *business model innovation, Innovation Readiness Level, platforms*

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