



INNOVATION: OVERVIEW

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EXERCISE

WHAT DOES
INNOVATION
MEAN TO YOU?

IS THERE A
DIFFERENCE BETWEEN
CREATIVITY, INVENTION
& INNOVATION?



CREATIVITY

ABILITY TO GENERATE NOVEL IDEAS

INVENTION

NOVEL IDEA TRANSFORMED INTO REALITY

INNOVATION

SUCCESSFUL IMPLEMENTATION OF NOVEL IDEA

“Ideas are useless unless used.
The proof of their value is
their implementation.
Until then they are in limbo.”

(Levitt, 1963)

INNOVATION

THE SUCCESSFUL INTRODUCTION
OF SOMETHING NEW

THE TEN TYPES OF
INNOVAT10N



Profit Model

THE WAY IN WHICH YOU MAKE MONEY.

The screenshot shows the Skype website homepage. At the top, there's a navigation bar with links for 'English (International)', 'Special offers', 'Buy Credit', 'Sign In', and 'Join Skype'. Below this is a secondary navigation bar with 'Features', 'Get Skype', 'Prices', 'Accessories', 'Business', and 'Support', along with a search bar. The main content area features a large banner for HD video calls with the text 'Smiles are better in HD' and a button 'See all HD webcams'. To the right of this banner are three smaller promotional boxes: 'Upgrade Skype', 'Skype Premium unlimited* calling', and another 'Smiles are better in HD' box. Below the main banner is a section titled 'See how little it costs to call phones with Skype' which includes a search bar for 'Where is the person you want to call?' and a 'View rates' button. Below this, there's a table of 'Popular calling destinations' with flags and rates for Australia, China, and the United States.

Popular calling destinations					
	Australia from: 0.9c/min¹ (1c/min incl VAT)		China from: 0.9c/min¹ (1c/min incl VAT)		United States from: 0.9c/min¹ (1c/min incl VAT)

Network

CONNECTIONS WITH OTHERS CREATE VALUE.

The image is a screenshot of the Target website homepage. At the top, there is a red navigation bar with links for 'sign in', 'new guest?', and 'my account' on the left. In the center is a search bar with the word 'search' and a dropdown menu for 'all categories'. On the right is a shopping cart icon with a '0' and the word 'cart'. Below the navigation bar is a secondary red bar with category links: 'women', 'men', 'baby', 'kids', 'home', 'furniture', 'patio', 'electronics', 'entertainment', 'toys', 'health & beauty', 'clearance', and 'see more'. Below this is a red bar with 'daily deals. one day only. always free shipping. >' on the left and 'find a store', 'Weekly Ad', 'GiftCards', 'registries', 'TargetLists', and a shopping cart icon with '0' on the right. The main content area features a large banner for the 'back to college sale.' with a Target bullseye logo. The banner includes the text 'home' and 'back to college sale.' and lists categories: 'college bedding', 'kitchen & dining', 'college bath', and 'futons & sofa beds'. Below the banner are three columns of product categories: 'bath', 'bedding', 'home appliances', 'home décor', and 'home improvement'; 'small stature, big style. smart solutions for small spaces.' with 'smart space furniture'; and 'deals to fill your home.' with 'all home deals', 'furniture deals', and 'kitchen & dining deals'. A red circular 'deals' button is located in the bottom right corner.

sign in new guest? my account

search all categories

women men baby kids home furniture patio electronics entertainment toys health & beauty clearance see more

daily deals. one day only. always free shipping. >

find a store Weekly Ad GiftCards registries TargetLists 0 cart

home

sale

back to college sale.

Save on stuff you need to make your new home yours.

college bedding | kitchen & dining | college bath | futons & sofa beds

bath
bedding
home appliances
home décor
home improvement

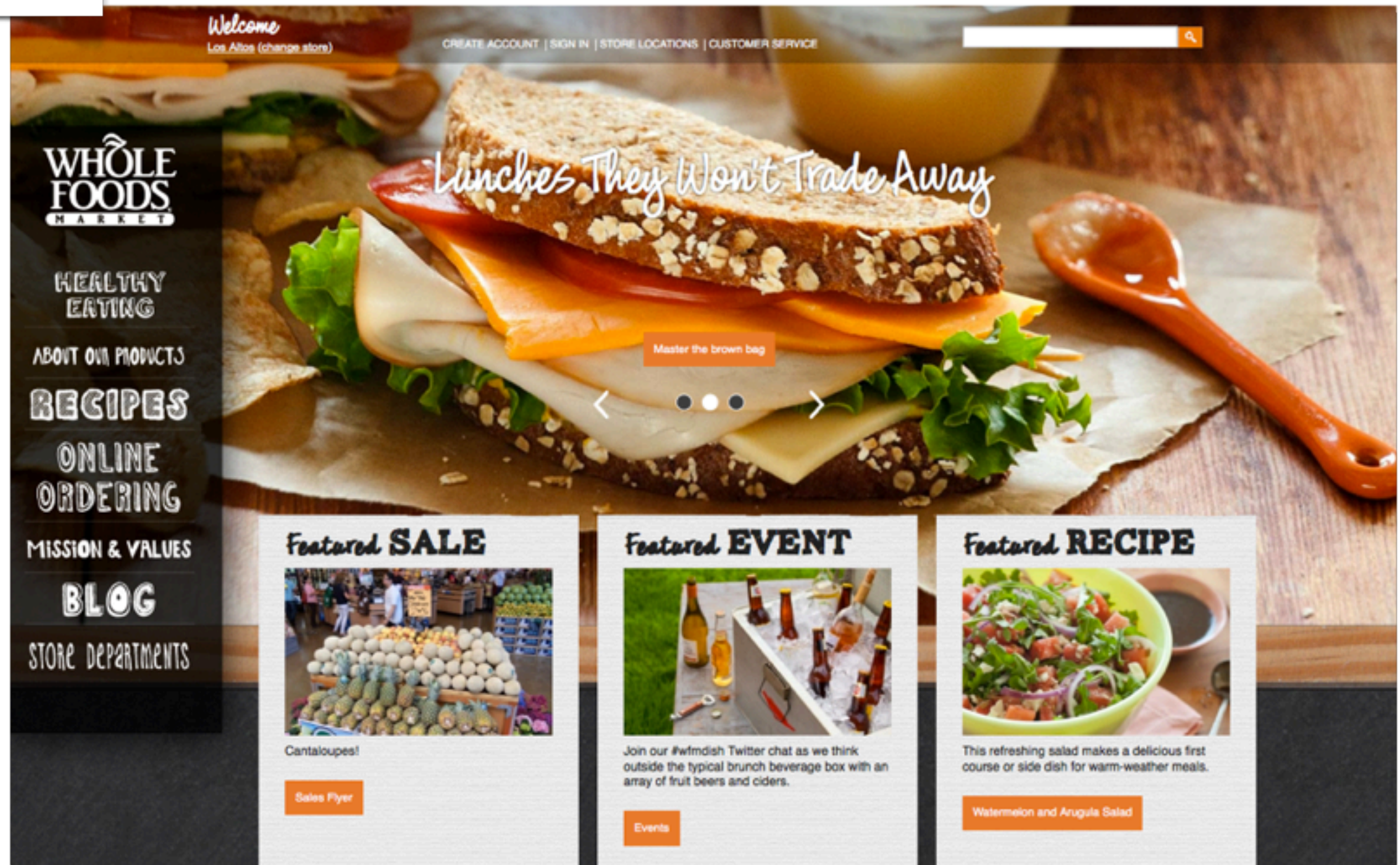
small stature, big style.
smart solutions
for small spaces.
smart space furniture

deals to fill your home.
all home deals
furniture deals
kitchen & dining deals

deals

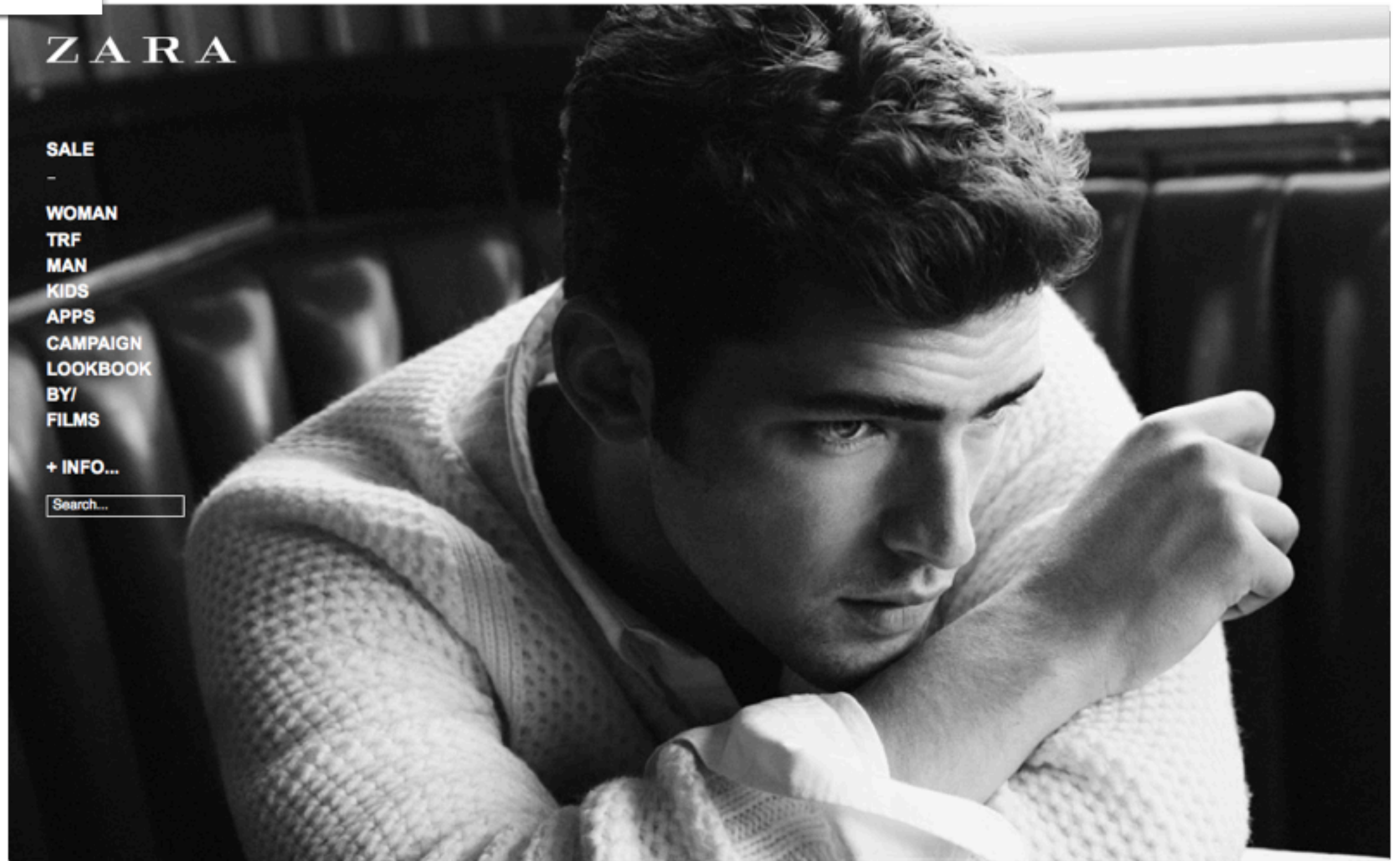
Structure

ALIGNMENT OF YOUR TALENT AND ASSETS.



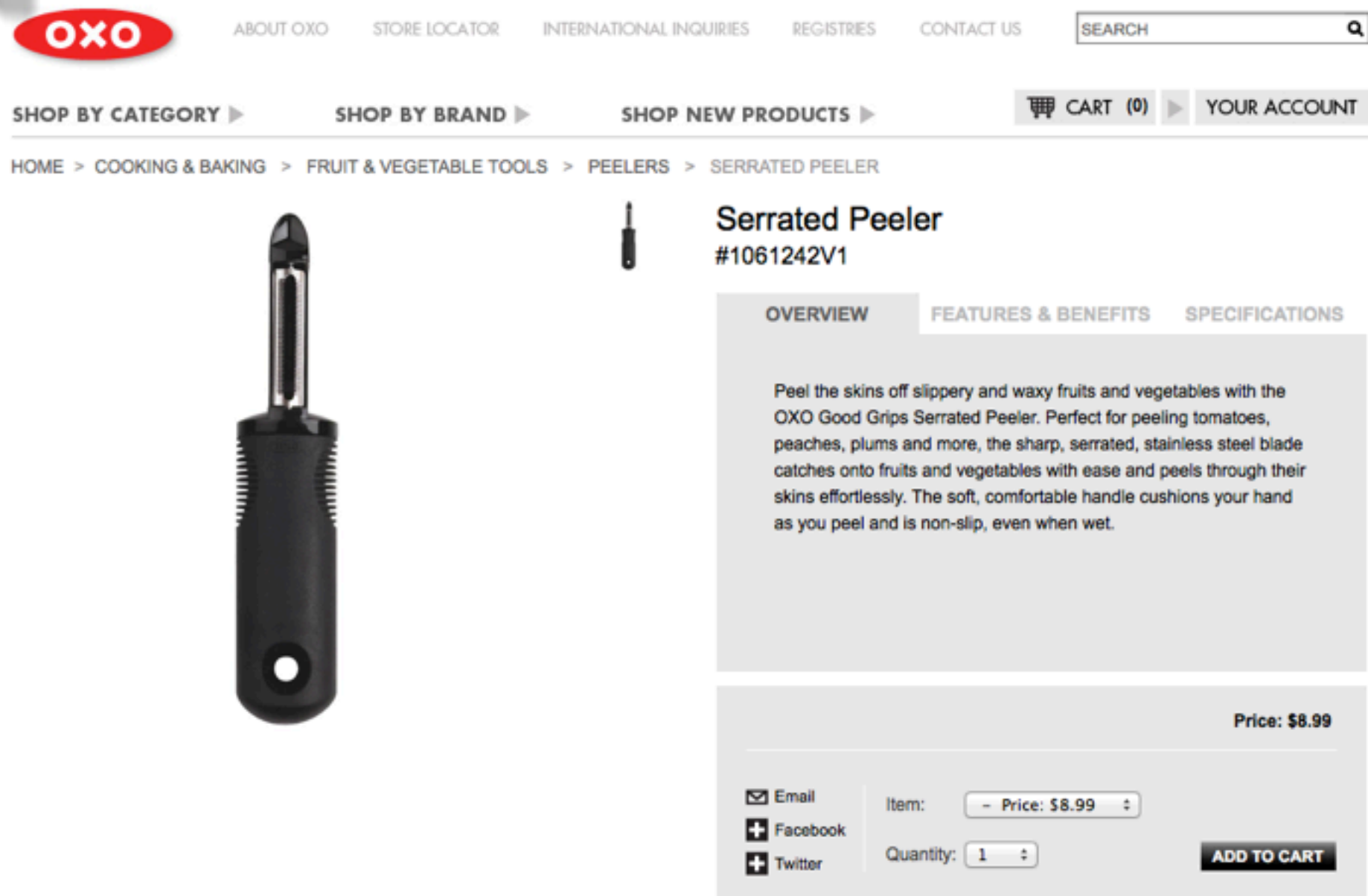
Process

SIGNATURE OR SUPERIOR METHODS FOR DOING YOUR WORK.



Product
Performance

DISTINGUISHING FEATURES AND FUNCTIONALITY.



The screenshot displays the OXO website's product page for the Serrated Peeler. The page features a clean, minimalist design with a white background and black text. The OXO logo is prominently displayed in the top left corner. Navigation links for 'ABOUT OXO', 'STORE LOCATOR', 'INTERNATIONAL INQUIRIES', 'REGISTRIES', and 'CONTACT US' are located in the top right. A search bar is also present. Below the navigation bar, there are three main categories: 'SHOP BY CATEGORY', 'SHOP BY BRAND', and 'SHOP NEW PRODUCTS'. The product is categorized under 'HOME > COOKING & BAKING > FRUIT & VEGETABLE TOOLS > PEELERS > SERRATED PEELER'. The product image shows a black, ergonomic peeler with a serrated stainless steel blade. The product name 'Serrated Peeler' and model number '#1061242V1' are displayed. The 'OVERVIEW' tab is selected, showing a description of the peeler's features and benefits. The price is listed as \$8.99. Social media links for Email, Facebook, and Twitter are provided. The 'ADD TO CART' button is highlighted in black.

OXO ABOUT OXO STORE LOCATOR INTERNATIONAL INQUIRIES REGISTRIES CONTACT US SEARCH

SHOP BY CATEGORY ► SHOP BY BRAND ► SHOP NEW PRODUCTS ► CART (0) ► YOUR ACCOUNT

HOME > COOKING & BAKING > FRUIT & VEGETABLE TOOLS > PEELERS > SERRATED PEELER

Serrated Peeler
#1061242V1

OVERVIEW FEATURES & BENEFITS SPECIFICATIONS

Peel the skins off slippery and waxy fruits and vegetables with the OXO Good Grips Serrated Peeler. Perfect for peeling tomatoes, peaches, plums and more, the sharp, serrated, stainless steel blade catches onto fruits and vegetables with ease and peels through their skins effortlessly. The soft, comfortable handle cushions your hand as you peel and is non-slip, even when wet.

Price: \$8.99

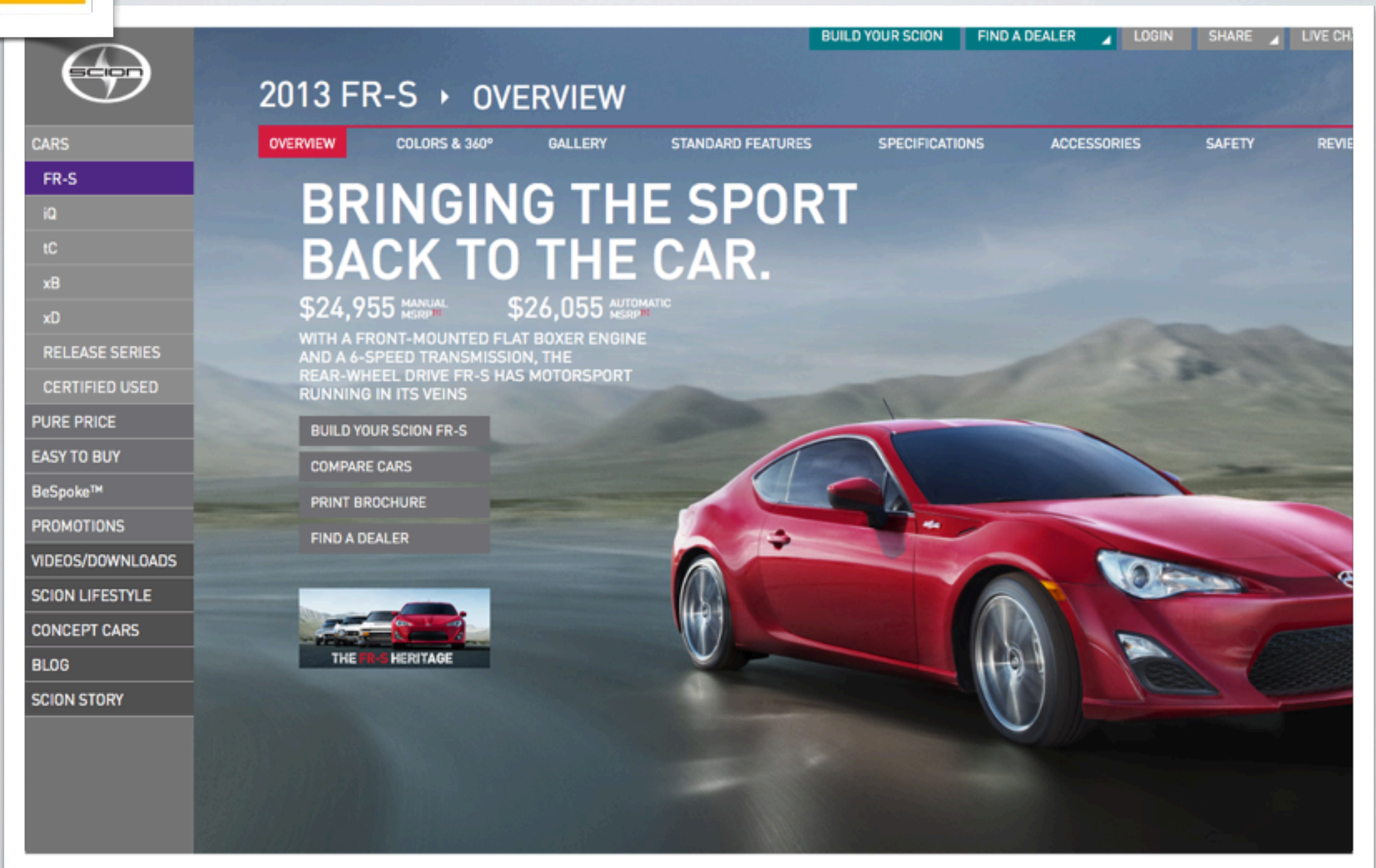
Email Facebook Twitter

Item: - Price: \$8.99 +

Quantity: 1 +

ADD TO CART

COMPLEMENTARY PRODUCTS AND SERVICES.



The screenshot displays the Scion website's '2013 FR-S Overview' page. The layout features a dark blue header with navigation links: 'BUILD YOUR SCION', 'FIND A DEALER', 'LOGIN', 'SHARE', and 'LIVE CH'. A left sidebar contains a 'CARS' menu with 'FR-S' highlighted, and other options like 'iQ', 'tC', 'xB', 'xD', 'RELEASE SERIES', 'CERTIFIED USED', 'PURE PRICE', 'EASY TO BUY', 'BeSpoke™', 'PROMOTIONS', 'VIDEOS/DOWNLOADS', 'SCION LIFESTYLE', 'CONCEPT CARS', 'BLOG', and 'SCION STORY'. The main content area has a title '2013 FR-S ▶ OVERVIEW' and a sub-header 'BRINGING THE SPORT BACK TO THE CAR.' Below this, pricing is shown: '\$24,955 MANUAL MSRP' and '\$26,055 AUTOMATIC MSRP'. A descriptive paragraph states: 'WITH A FRONT-MOUNTED FLAT BOXER ENGINE AND A 6-SPEED TRANSMISSION, THE REAR-WHEEL DRIVE FR-S HAS MOTORSPORT RUNNING IN ITS VEINS'. Action buttons include 'BUILD YOUR SCION FR-S', 'COMPARE CARS', 'PRINT BROCHURE', and 'FIND A DEALER'. A small image at the bottom left is labeled 'THE FR-S HERITAGE'. The background features a large image of a red Scion FR-S driving on a road.

2013 FR-S ▶ OVERVIEW

BRINGING THE SPORT BACK TO THE CAR.

\$24,955 MANUAL MSRP **\$26,055** AUTOMATIC MSRP

WITH A FRONT-MOUNTED FLAT BOXER ENGINE AND A 6-SPEED TRANSMISSION, THE REAR-WHEEL DRIVE FR-S HAS MOTORSPORT RUNNING IN ITS VEINS

[BUILD YOUR SCION FR-S](#)

[COMPARE CARS](#)

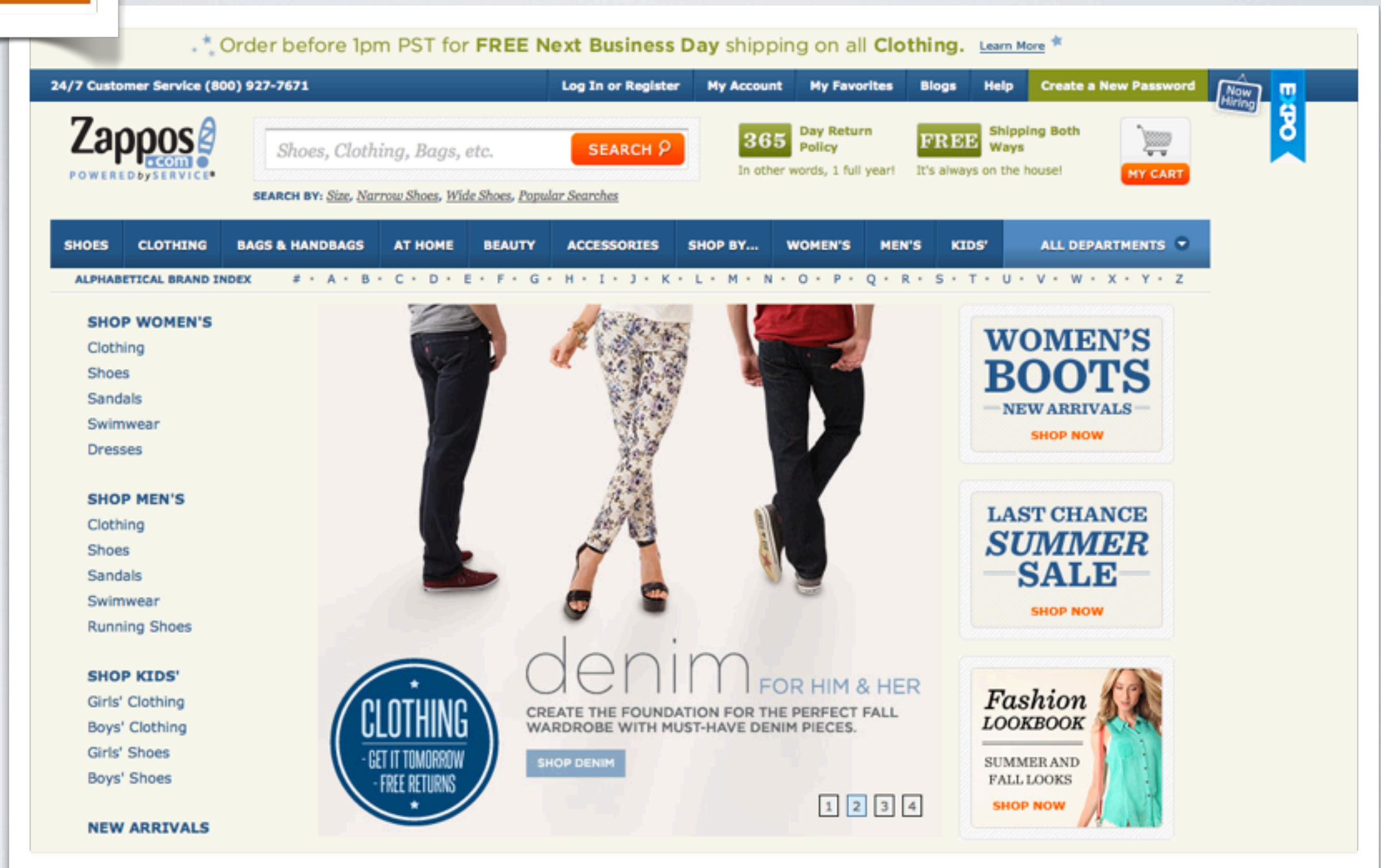
[PRINT BROCHURE](#)

[FIND A DEALER](#)

THE FR-S HERITAGE

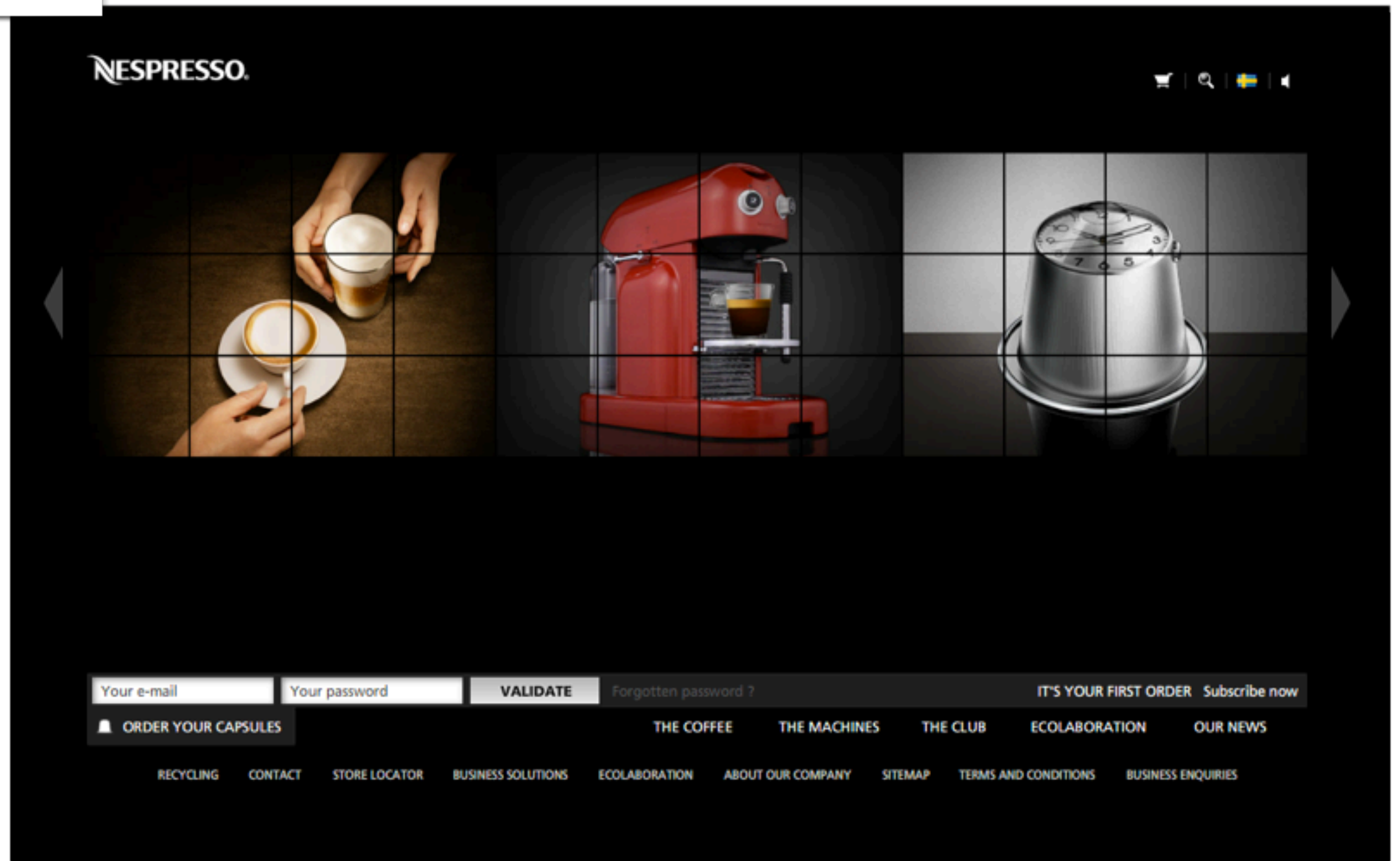
Service

SUPPORT AND ENHANCEMENTS THAT SURROUND YOUR OFFERINGS.



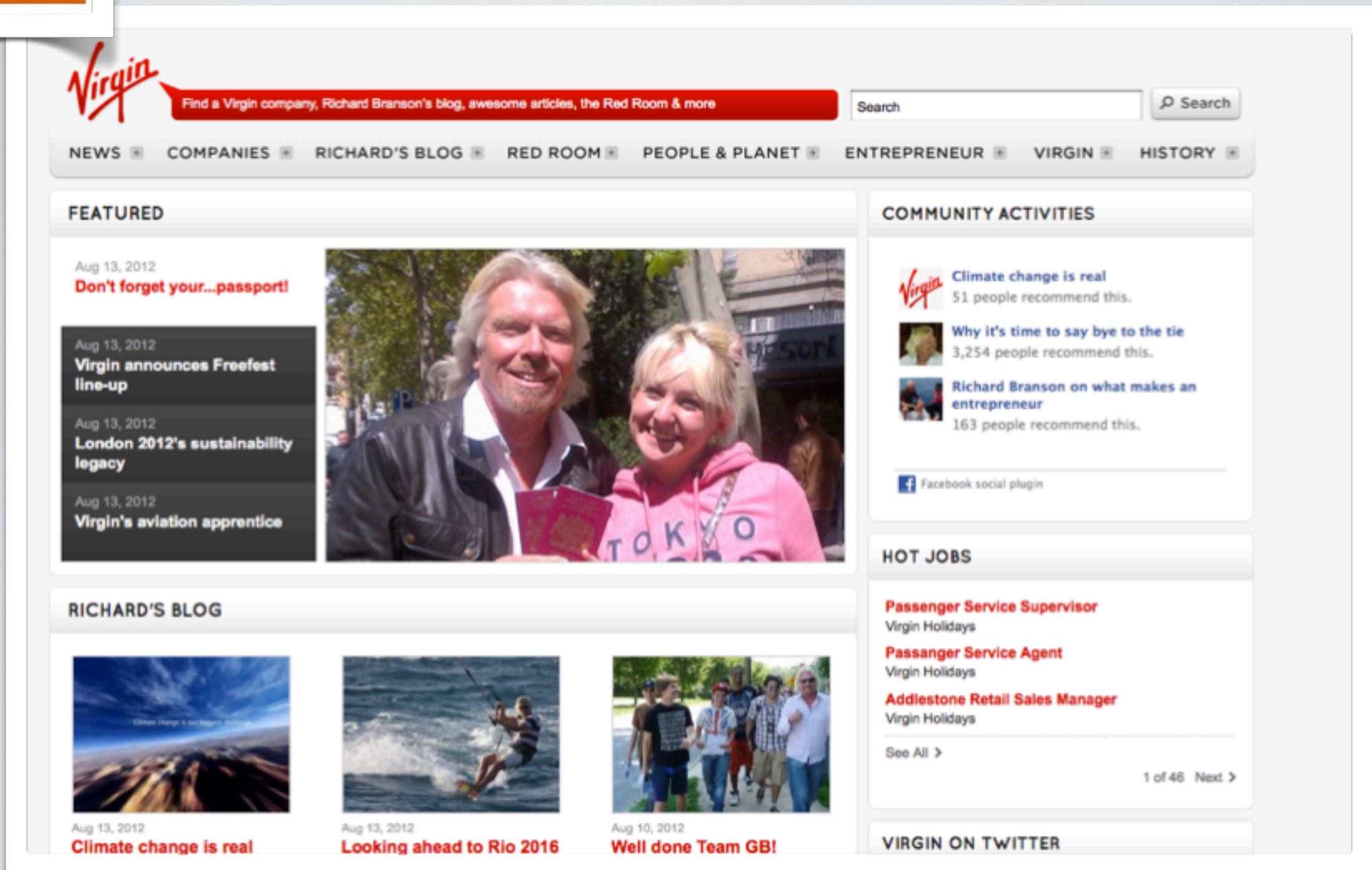
Channel

HOW YOUR OFFERINGS ARE DELIVERED TO CUSTOMERS AND USERS.



Brand

REPRESENTATION OF YOUR OFFERINGS AND BUSINESS.



Customer
Engagement

DISTINCTIVE INTERACTIONS YOU FOSTER.

The screenshot shows the Nintendo Wii website homepage. At the top is a navigation bar with the Nintendo logo and links for Wii U, Wii, Nintendo 3DS, Nintendo DS, Games, Club Nintendo, Support, and a search bar. Below this is a secondary navigation bar with the 'Wii' logo and links for Main, What is Wii?, Built-in Entertainment, Enhance Your Wii, Wii 101, and Buy Now. The main content area features a large image of a family (mother, father, and two children) playing Wii. To the left of this image, the text reads: 'Wii is more than a game machine. Wii is social and active entertainment that brings the whole family together. Power-up your family game night with the Wii™ system.' Below this text is a blue 'LEARN MORE' button with a right-pointing arrow. At the bottom of the page, there is a large image of the Wii console. To the left of the console, the text reads: 'Wii is great fun right out of the box.' Below this text is a blue 'BUY NOW' button with a right-pointing arrow. To the right of the console, there is a 'Wii BONUS' section featuring a 'MUSIC CD' and a 'GAME' box set.

Profit
Model

Process

Product
Performance

Channel

Brand

Customer
Engagement



zipcar® wheels when you want them

sign in

for everybody

for business

for universities

where can I drive?



join!

is zipcar for me?

how it works

find cars

rates & plan



Escape Eduardo



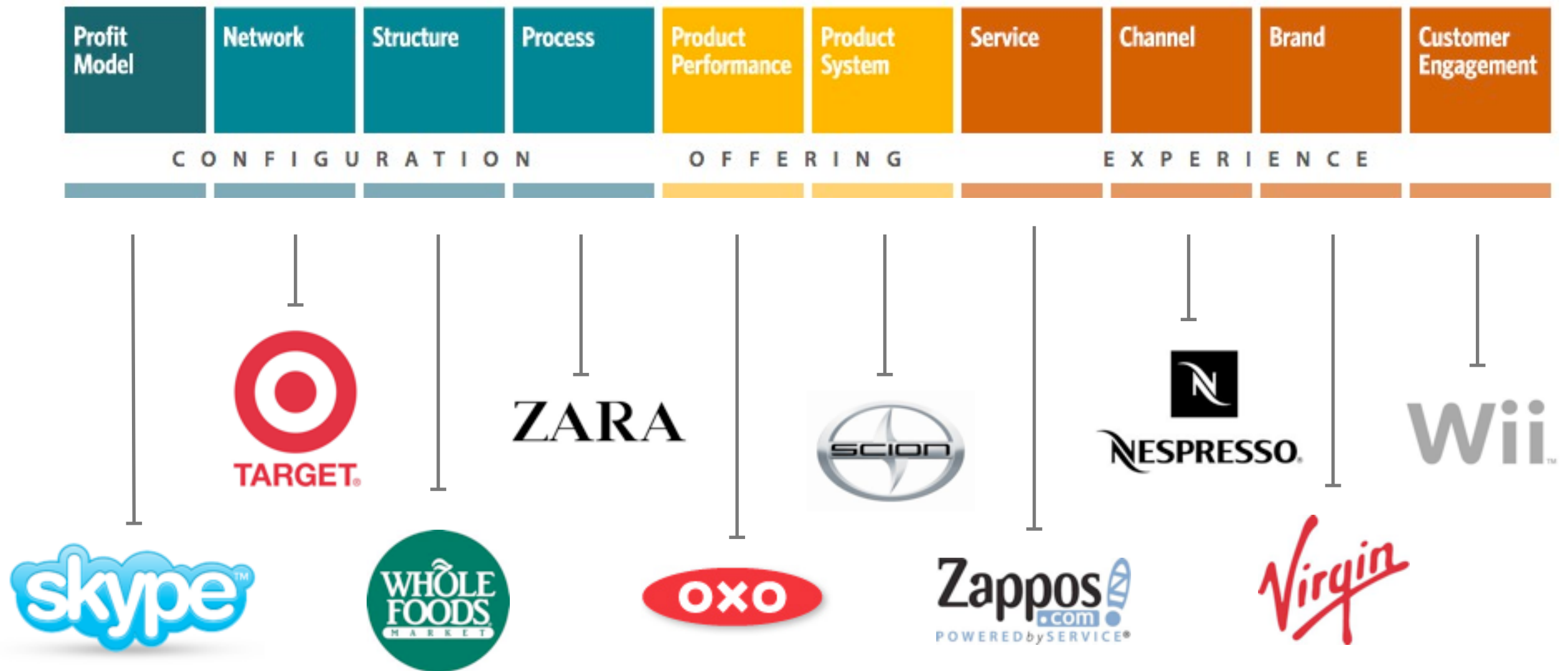
ready to hop
on board?

join zipcar

Cars by the hour or day are ready
when you are. [Find a Zipcar](#)

refer friends,
get moo-lah.





www.doblin.com



QQ International

www.imqq.com

Shanghai ▾

Sign in

| new here?

Sign up

Home

Groups

Events

Lifestyle HOT

Classifieds

Web Directory

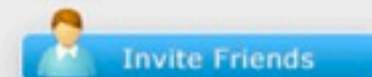
Blog

Download



QQ International v 1.5 NEW

QQi connects you to over 700 million Chinese QQ accounts and many of your favorite websites and useful tools. It's the best place to stay in touch with friends and make new ones. Try it now!



Windows 7, Vista, XP
Last Update: 2012.8.21
Version 1.5
Size: 39.0M



Mac OSX
Last Update: 2012.8.13
Version 2.1.3
Size: 28M



Events



Munch the Chicken Wednesdays

-- Dining

Every Wednesday from 5pm get Half A Chicken & Roast Snarks for 100 RMB. There are sides

Vincent Girardin Dinner

-- Dining > Wine Tastin

Hosted by Ruby Red and Vincent Girardin's Ma

Groups

Personal

Travel

Business

www.tencent.com



Products ▾

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or

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Categories

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Top Industries, Time-Tested Suppliers



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[Evening Dress](#) [Thailand]



[Jewelry & Accessories](#)
[Diamond Earrings](#) [Thailand]

[Hot Regions](#)

Electric BUS



GUIDE MENU

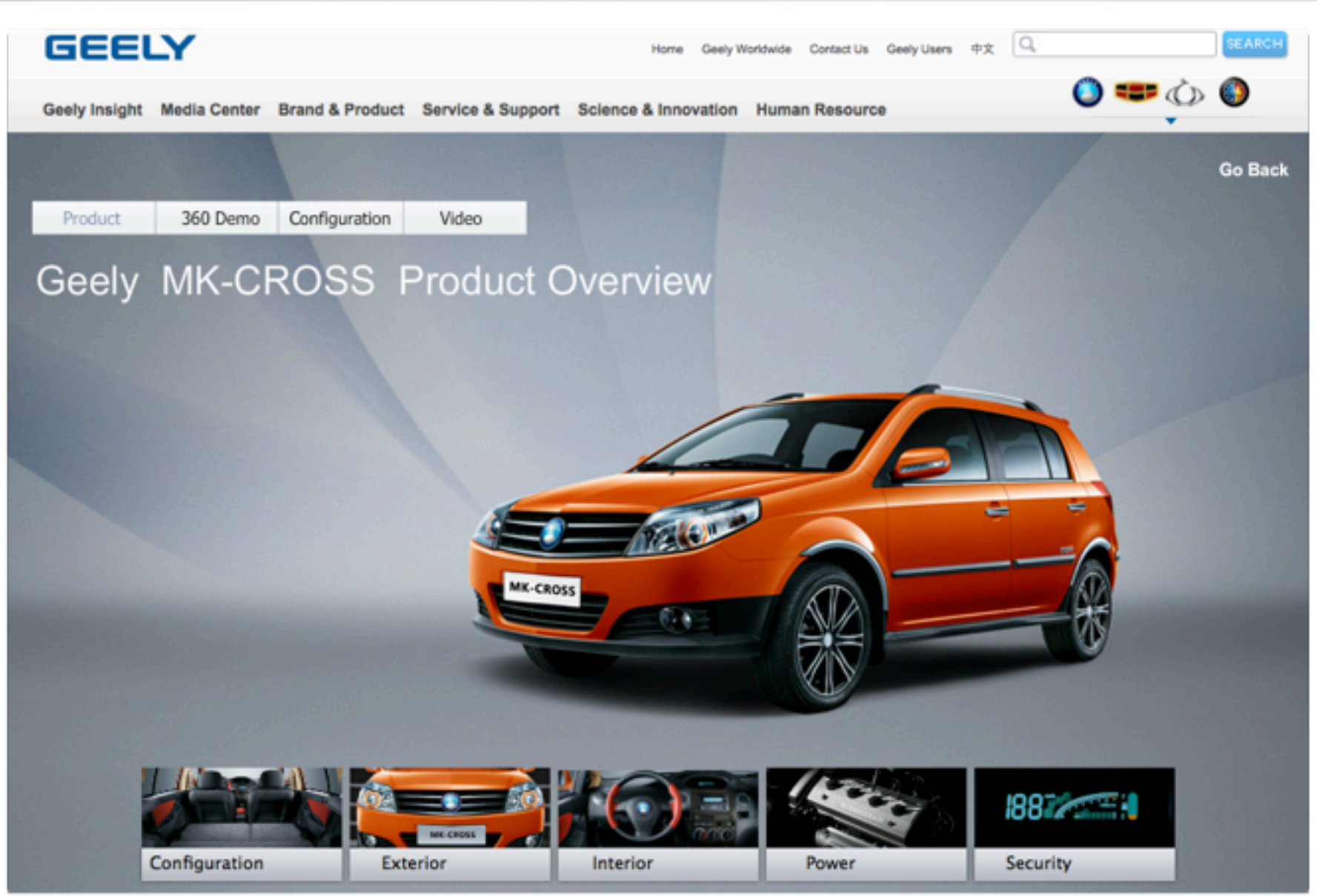
- Electric Bus Introduction
- Feature & Performance
- Easy Charging
- Healthy Benefits
- Comfort & Safety
- Economy



ELECTRIC BUS INTRODUCTION

The Electric Bus is another masterpiece of BYD's in the field of electrified transportation. The Electric Bus is 12 meters long, and the whole design is oriented around ease of customer transport. The specially designed in-wheel drive and the electronically controlled air suspension makes the Electric Bus with low-floor and ample space to allow easy passenger loading and unloading. The front windscreen occupies 2/3 of the front face of the bus for maximum viewing and safety. The silver body with black side windows gives the Electric Bus an elegant exterior, while the interior boasts exquisite adjustable leather seating for driver plus high-quality red and black leather seats for passengers. Carefully engineered sound insulation for a quieter cabin experience.

As BYD's first pure electric bus, the Electric Bus employs many advanced technologies developed by BYD itself. For example, The "Fe" battery, used on Electric Bus is non-polluting, and the chemical materials contained in the battery can be recycled. The solar cells installed on top of Electric Bus can supply more power to supplement the Fe battery. Also, the trip computer information to the driver to make the driver clear about every working condition while driving.

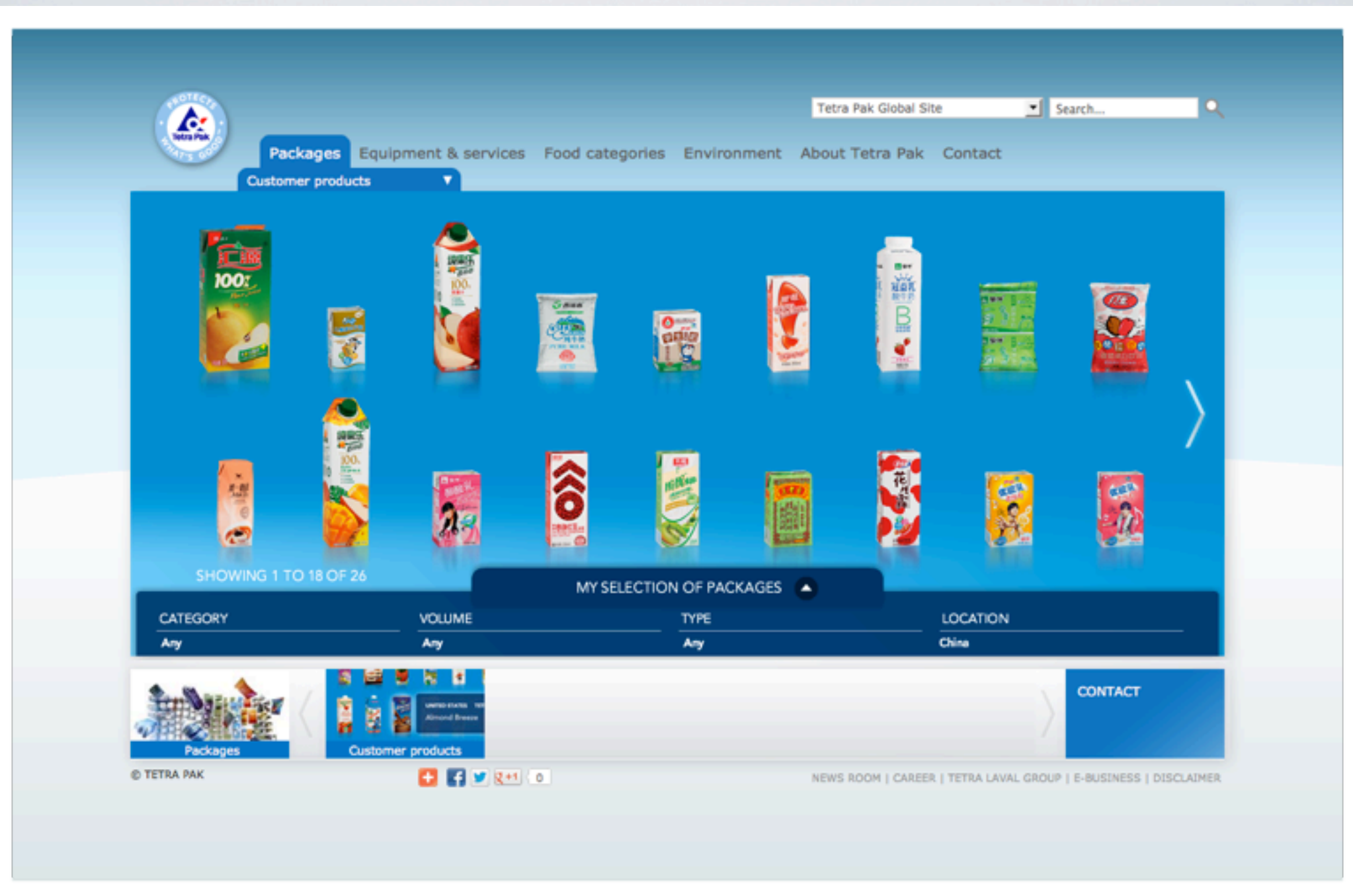


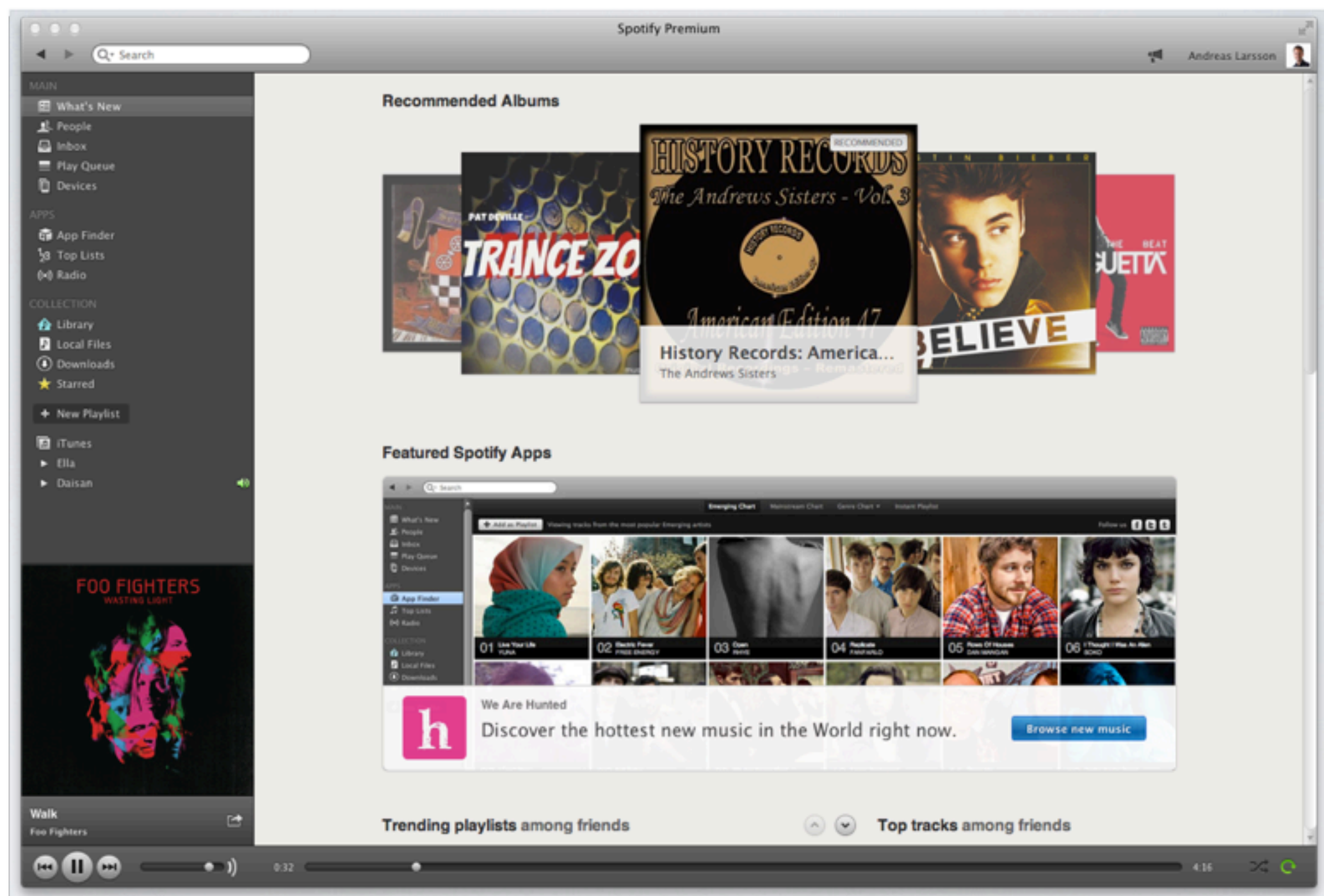
www.volvocars.com



www.geely.com









Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative products that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals.



UltraClean Washer –
washing with ultrasound



Our Products

Select market



About
Electrolux



Customer Service



Webshop

Select market



Newsrooms

Select market



Brand Licensing



www.electrolux.com

SUSTAINING INNOVATION

AN INNOVATION THAT DOES
NOT AFFECT EXISTING MARKETS

DISRUPTIVE INNOVATION

AN INNOVATION THAT
CREATES A NEW MARKET

SUSTAINING INNOVATION AT P&G



**THINNER FINER BLADES*
FOR LESS TUG AND PULL****

DISRUPTIVE INNOVATION AT P&G



AUDI Q7 2008



AUDI Q7 2011



SUSTAINING INNOVATION AT AUDI

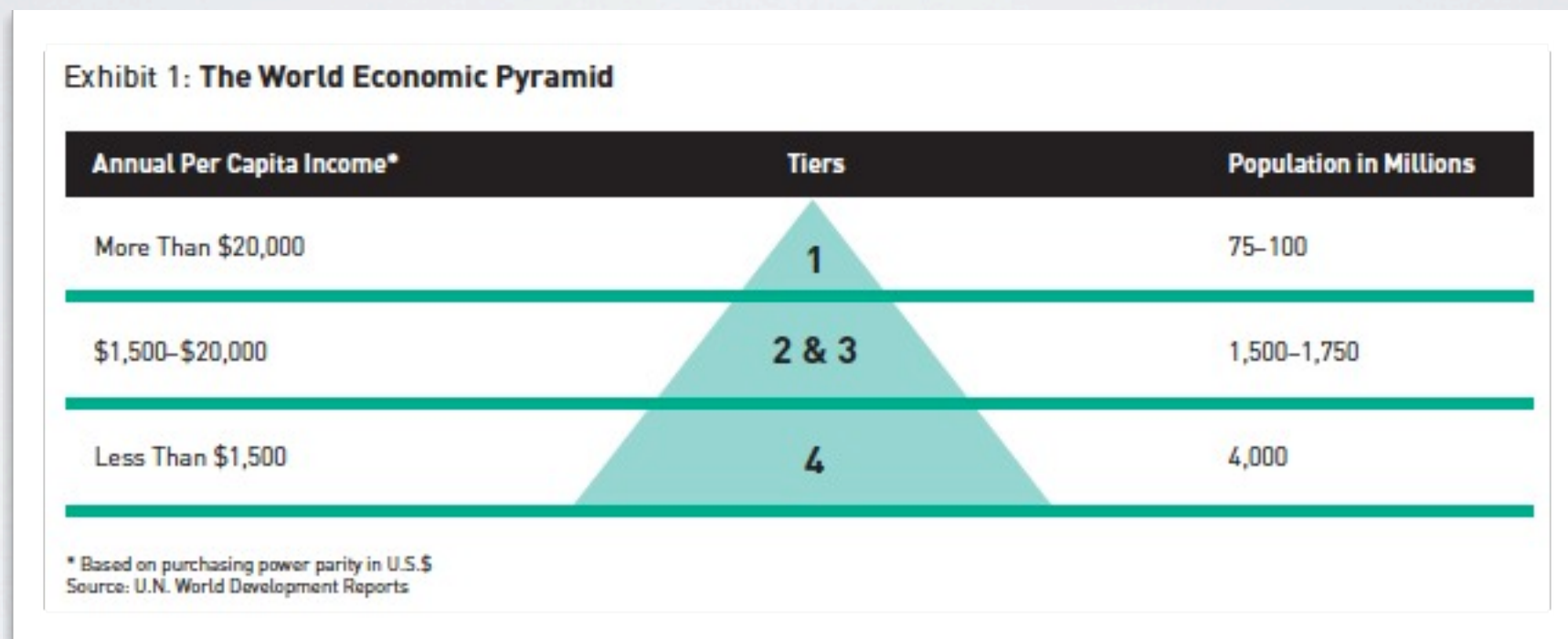


DISRUPTIVE INNOVATION AT TATA

www.tatanano.com

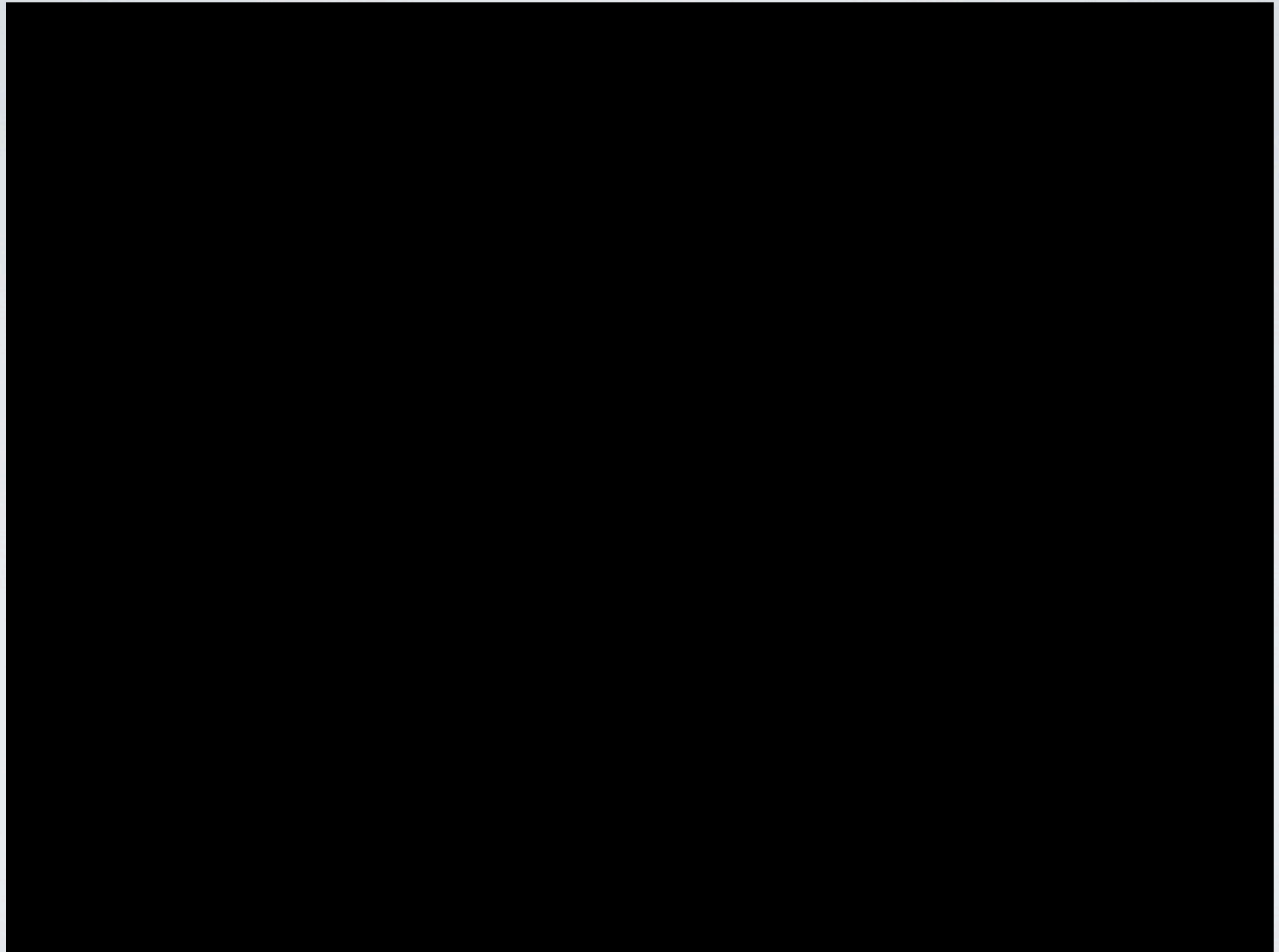
INNOVATION

FOR EMERGING MARKETS (BOP)



Doing well by doing good.

M-PESA, KENYA (MOVIE)



IDEI, INDIA (MOVIE)

International Development Enterprises India (IDEI)



REVERSE INNOVATION AT GE HEALTHCARE



<https://vscan.gehealthcare.com/en-emea/gallery/a-quick-look-at-vscan-europe>

REVERSE INNOVATION AT GATORADE



E-BIKES/SCOOTERS



KEY TAKEAWAYS

1. INNOVATION: SUCCESSFUL
INTRODUCTION OF SOMETHING NEW

2. DIFFERENT TYPES OF INNOVATION

3. DIFFERENT INNOVATION AMBITIONS

4. DO NOT NEGLECT THE BOTTOM OF
THE PYRAMID

KEY READINGS

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