

Ten Types of Innovation: The Discipline of Building Breakthroughs

By Larry Keeley, Helen Walters, Ryan Pikkel, Brian Quinn

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Innovation principles to bring about meaningful and sustainable growth in your organization

Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. *The Ten Types of Innovation* explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation.

- Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization
- Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field

The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. *The Ten Types of Innovation* is the first book explaining how to implement it.

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Editorial Review

Review
The most pleasing thing is the fresh way it presents its subject. The artwork is beautiful throughout, the simple infographics and visual information forming an excellent companion to the subject matter. It crowns an effective and engaging approach to the subject. (Elite Business, June 2013) This book provides fantastic guidance on how to develop an innovation culture within your business; to keep staff thinking of new ways to improve your offering and refine what made you successful in the first place. (Start Your Business, October 2013)

From the Back Cover

Innovate your way to meaningful and sustainable growth

Most scientists agree that we live in one of the greatest times of change in the history of our species. *And yet the pace of change is actually increasing...*

For many firms, this means innovation isn't optional, it's imperative. Customers demand it. Competitors will outflank you if you don't achieve it. Talented employees won't join your firm if you don't deliver it. Analysts expect it. Investors reward it. And yet most people still believe in primitive myths about innovation: "It's only about new products and new technology"; "It's about rare strokes of inspired genius"; "There's no disciplined, consistent method"; etc. These common assumptions are not true.

Based on over three decades of path-breaking work on innovation effectiveness, *Ten Types of Innovation* will help you and your teams know what to do when the stakes are high, time is short, and you really need to build a breakthrough. The solution is to look beyond new products to nine other powerful types of innovation, which can be combined for competitive advantage. The book lays out fresh ways to think, and then explains the actions that allow teams or firms to innovate reliably and repeatedly.

Written for entrepreneurs, executives, and innovators on the front line in virtually any industry, anyone who wants to move beyond the folklore and get innovation to really work will find the tradecraft revealed here to be indispensable.

" *Ten Types of Innovation* is a must-read for any manager seriously interested in building an innovation culture rather than waiting around hoping for the next immaculate conception."
Roger L. Martin, Dean, Rotman School of Management

"This book provides great frameworks to help you rethink the role innovation plays in your business. It will raise the quality of innovation dialogue from a black art to a serious science."
Ralph Jerome, VP of Corporate Innovation, Mars, Inc.

" *Ten Types of Innovation* will become the indispensable 'how to do it' textbook of disruptive innovation, providing an executable roadmap for transformative change in any industry."
Dr. Nicholas F. LaRusso, Medical Director, Mayo Clinic Center for Innovation

"This book distills three decades of innovation research into an action-oriented framework, offering a comprehensive map to guide creative teams as they venture into challenging new territory."

Dipak C. Jain, Dean, INSEAD

" *Ten Types of Innovation* provides the insights necessary to get you started on your innovation journey."
Curt Nonomaque, President and CEO, VHA

About the Author
Larry Keeley is a globally recognized leader in innovation effectiveness, a topic he tackles as a professor in design and business schools, and as a speaker, writer and researcher. In 1981, along with his mentor Jay Doblin, he cofounded Doblin--an innovation consulting firm that is now the innovation practice of Deloitte Consulting LLP. He has worked on innovation challenges in 55 different industries and with many of the world's leading firms and philanthropies. He is both a board member and adjunct professor at Chicago's Institute of Design, and also teaches at Kellogg Graduate School of Management and Northwestern University's McCormick School of Engineering.

Ryan Pikkel is a design strategist at Doblin. He is responsible for guiding clients and teams through programs to articulate and develop innovations. Ryan also develops new tools and processes for Doblin. His work has spanned industries, and he has helped establish innovation capabilities for clients in Seoul and Mumbai. He is also a member of adjunct faculty at the Institute of Design.

Brian Quinn leads client relationships and programs at Doblin. He partners with senior executives to help their organizations innovate and become better innovators. Brian has worked with startups and Fortune 500 multi-nationals alike across sectors. He also develops new perspectives and methods for Doblin. His writing has appeared in Fast Company and The Conference Board Review, and he is a sought-after speaker at industry conferences and events.

Helen Walters is a New York City-based business and design journalist. She is currently the Ideas Editor at TED. Formerly, she worked as a writer and researcher at Doblin, and was the editor of innovation and design at Bloomberg Businessweek. She writes for numerous international publications, is the author of several design-related books, and is regularly invited to take part in discussions about the business of design at conferences.

Users Review

From reader reviews:

Marisa Reber:

Spent a free time and energy to be fun activity to complete! A lot of people spent their spare time with their family, or their own friends. Usually they undertaking activity like watching television, going to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? Could possibly be reading a book might be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the reserve untitled Ten Types of Innovation: The Discipline of Building Breakthroughs can be fine book to read. May be it can be best activity to you.

Jennifer Bryan:

People live in this new time of lifestyle always attempt to and must have the time or they will get lots of

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In this age globalization it is important to someone to acquire information. The information will make a professional understand the condition of the world. The condition of the world makes the information simpler to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can view that now, a lot of publisher that will print many kinds of book. The particular book that recommended for your requirements is Ten Types of Innovation: The Discipline of Building Breakthroughs this reserve consist a lot of the information with the condition of this world now. This book was represented how do the world has grown up. The dialect styles that writer value to explain it is easy to understand. Often the writer made some investigation when he makes this book. That is why this book appropriate all of you.

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