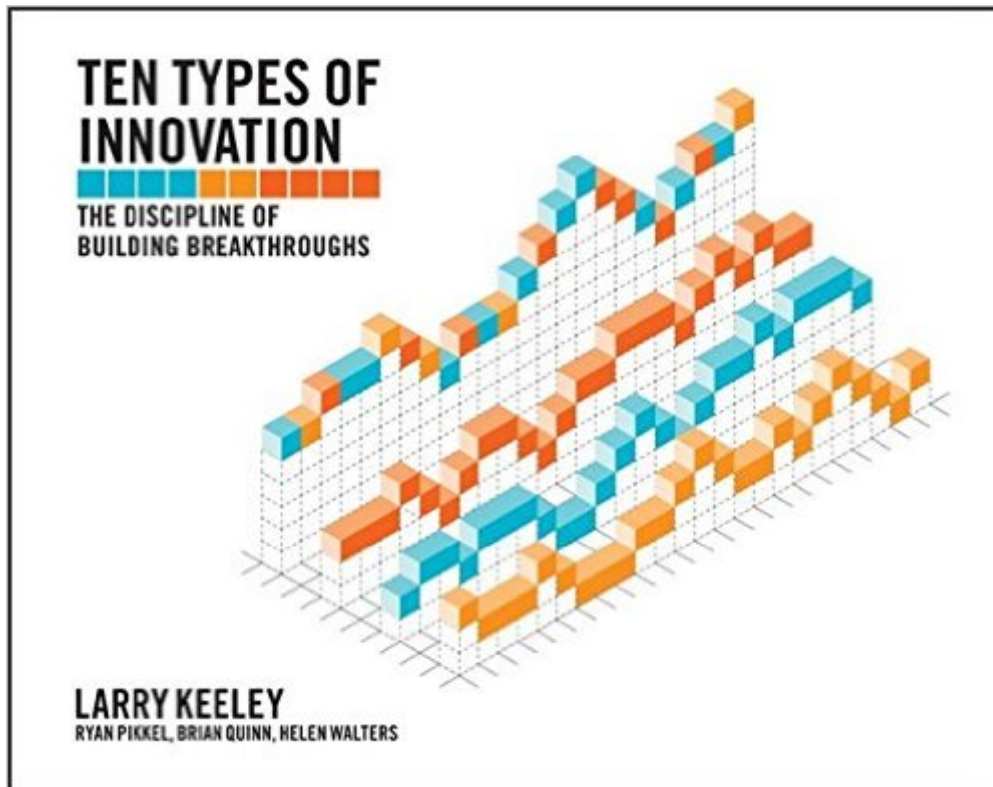


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# Ten Types Of Innovation: The Discipline Of Building Breakthroughs



## Synopsis

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 groupingsâthe Ten Types of Innovationâthat provided insight into innovation. The Ten Types of InnovationÂ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 meaningfulâand sustainableâ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.

## Book Information

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## Customer Reviews

CONTENTThis is a good attempt to provide a classification of innovations. Very few books try to go beyond the distinction between product and process innovation, sometimes also including service innovation. This book lists a full ten ideal types of innovation. Actual innovations typically draw on a couple of the ideal types. This is a nice perspective, which can open the horizon for people engaged in innovation. People with a particular functional background often miss out on other types of

innovation. I would say the focus is the management of innovation so the key audience is business-oriented people; either higher level executives or innovation project managers that are closer to the commercial side. Still you should consider this mainly an innovation book and not a strategy book. Having said this, some of the innovation types are closer to strategy. Those sections of the book has a lot in common with *All the Right Moves: A Guide to Crafting Breakthrough Strategy* and *Profit Patterns: 30 Ways to Anticipate and Profit from Strategic Forces Reshaping Your Business*. The book does not deal with the process of coming up with an innovation (teams, creativity, culture, decentralised organisation, skunk-works, etc.). For more practical tools you have the companion (authors seem affiliated) book

Another reviewer has laid out the book's structure. This review builds on that one. I've been a fan of several innovation books, such as *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* and *The Innovator's Solution: Creating and Sustaining Successful Growth*, while also respecting earlier pioneers such as Peter Drucker, *Innovation and Entrepreneurship*. When I got this book my first impression was "too much design" (at first glance it looks like an advanced comic book) but after several passes I now consider this volume perfect -- the authors have put an EXTRAORDINARY amount of thinking into going beyond the ten types of innovation (each discussed in its own chapter) to the nuts and bolts of spotting trends, making innovation happen, and keeping innovation alive (often the hardest). Certainly this book is superb for students in any sector -- government, private, non-profit, I'd even suggest the declining labor unions and churches study this book. It has universal value and applicability. It is also a book that is easily sufficient to warrant being in a CEO's handful of books worth returning to over and over again. At one level this is a textbook, at another level this book, as it is designed, is perfect for recurring reflection.

With regard to the Edison quotation, I agree while presuming to add, "Execution without discipline is merely activity." Larry Keeley wrote this book with Ryan Pikkell, Brian Quinn, and Helen Walters. "As the principal author of the text, I am responsible for the basic arguments throughout, and the system of ideas here either succeeds or fails because of me." However, as explains in the Preface, it really is the result of a team effort. Each of his colleagues made significant and unique contributions, as did Banshi Nagii. Although not one of the authors of the book, Nagii "played a role in refreshing and advancing the Ten Types of Innovation." As I read the book, I recognized that it is an excellent example of the collaborative process by which breakthrough innovations are achieved if (HUGE "if") sufficient discipline has been developed by everyone involved. The material is carefully organized

and effectively presented within three categories of innovation types: Configuration, Offering, and Experience. As Keeley explains, more than 2,000 of what were at that time (i.e. in 1998) considered to be innovations were discovered, examined, and evaluated. Each was "the creation of a viable new offering." As he then adds, innovation may involve invention but requires a great deal more (e.g. a deep understanding of customer need), innovations "have to earn their keep" (i.e. return value), very little is in fact new in innovation (rather, the result of an evolving process of improvement), and it is important to "think beyond products" to new ways of doing business, for example, and new ways of engagement with customers.

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