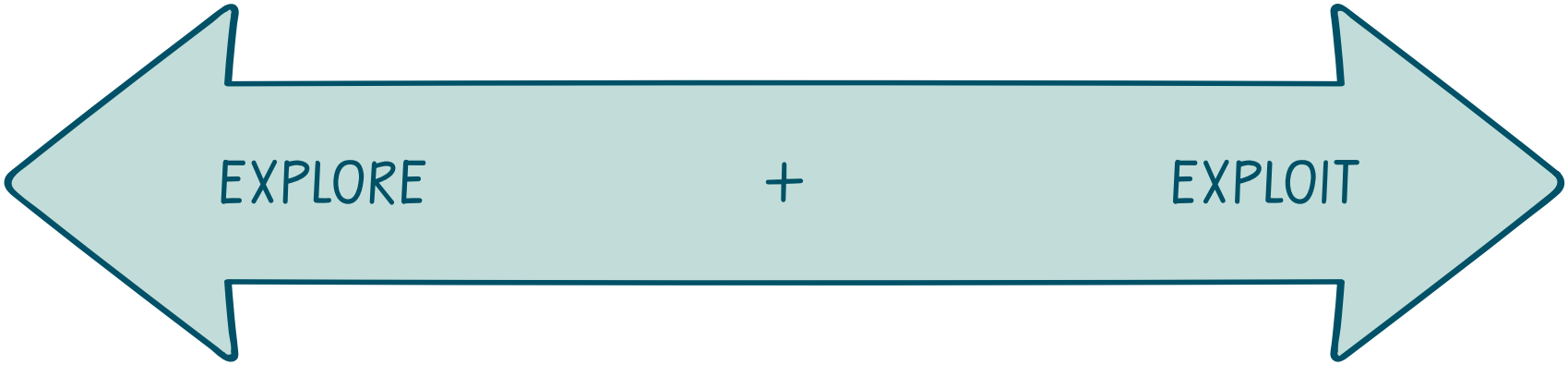
TYPES OF INNOVATION

Learn how to deal with different Types of Innovation

3 types of innovation



transformative

new business models, value propositions, and entirely new growth engines

sustaining

replace and extend value propositions, new channels, new markets

efficiency

improve processes & existing business models, refine value propositions

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office@buildingbridges.at
www.buildingbridges.at