



# Ten Types of Innovation: The Discipline of Building Breakthroughs

*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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