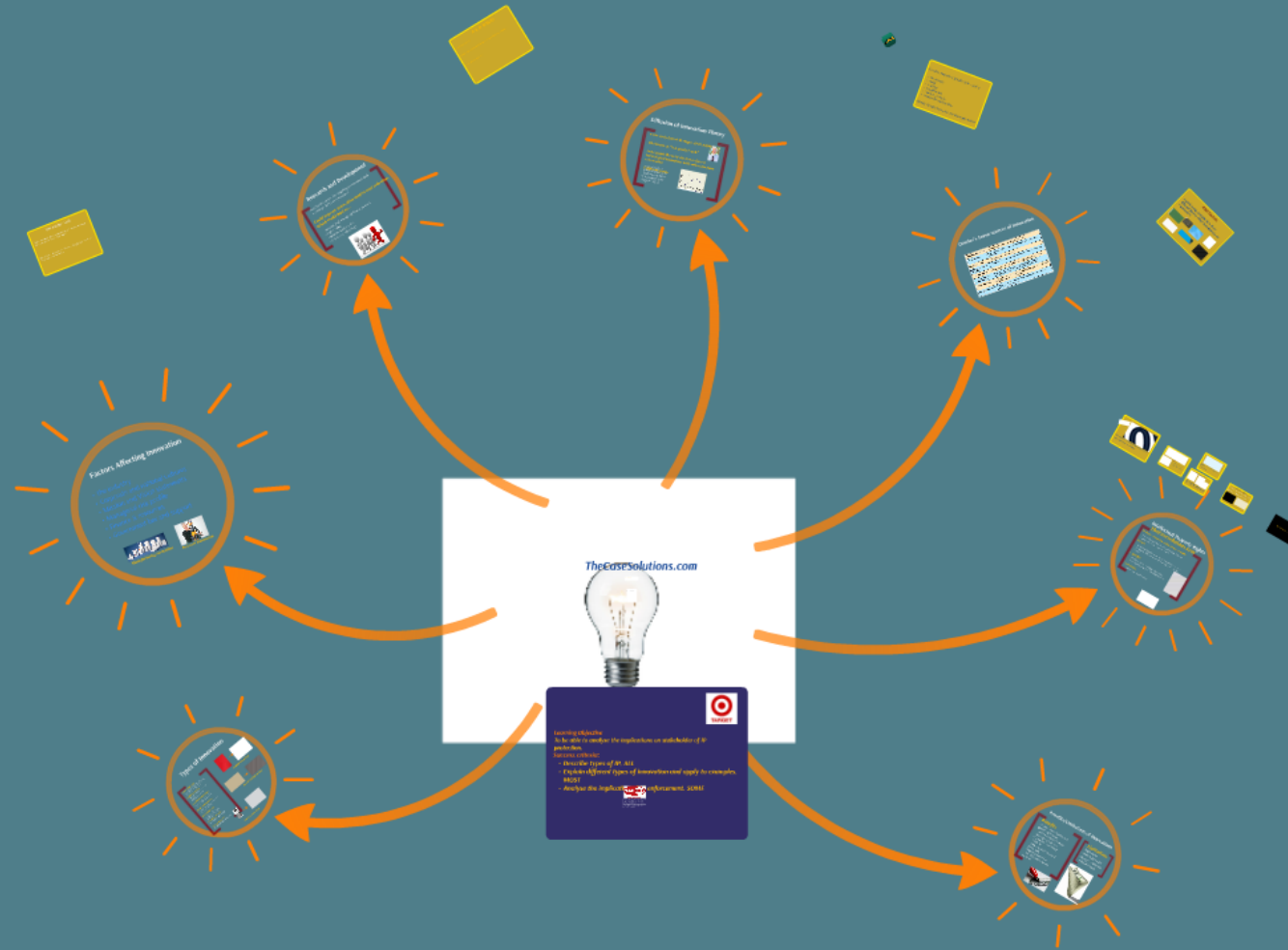


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Innovation is the process of commercially pioneering new ideas and creating in the production process. Innovation and invention are highly linked.

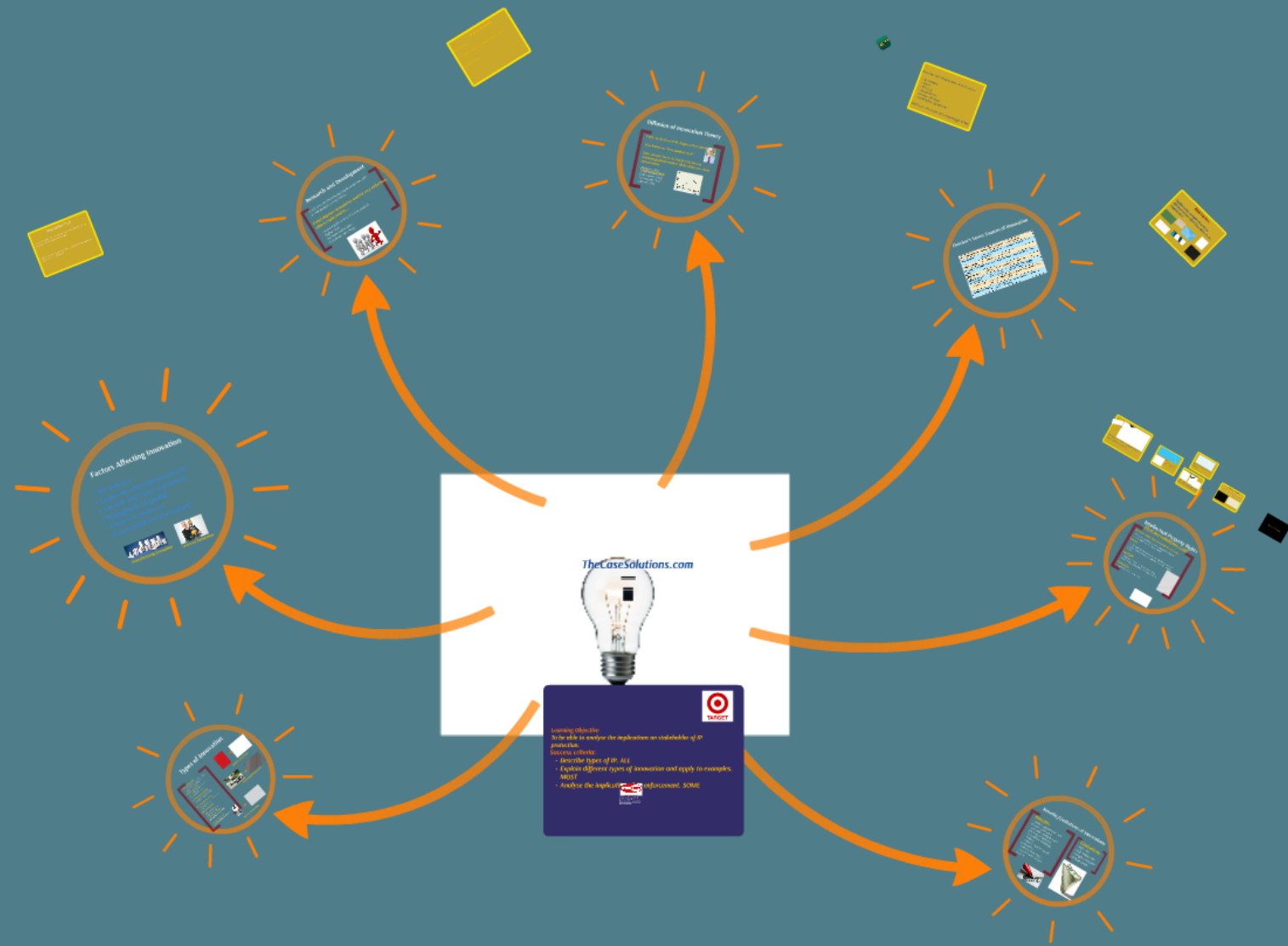
Explain the different types of innovation, provide examples

Distinguish between adaptive and disruptive creativity



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5.6 Research and Development (HL only)

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The importance of research and development for a business

AO3

The importance of developing goods and services that address customers' unmet needs (of which the customers may or may not be aware)

AO2

HL only	Depth of teaching
<p>The following types of innovation:</p> <ul style="list-style-type: none">• product• process• positioning• paradigm	AO2
<p>The difference between <i>adaptive creativity</i> (adapting something that exists) and <i>innovative creativity</i> (creating something new)</p>	AO2
<p>How pace of change in an industry, organizational culture and ethical considerations may influence research and development practices and strategies in an organization</p>	AO3

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Intellectual Property Rights

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Exclusive ownership of inventions or works

IPR are the legal and exclusive ownership claims to certain inventions or pieces of work.

Patents

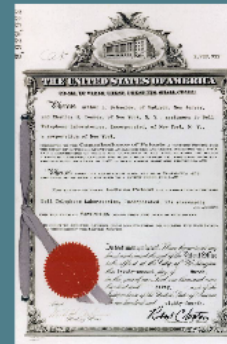
-Is the legal right to be the exclusive producer or user of a newly invented process or product, for a finite period of time.

Copyrights

- Mainly for artists or authors, preventing others from copying work without permission

Trademarks

- sign or logo owned by a firm



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