

The Inside and Outside View of Innovation

Imagination

Ability



Success

Creativity

Thecasesolutions.com Invention

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INNOVATION



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"Companies who are not innovative put themselves at risk."



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We agree with this statement !

Firstly, we will discuss the meaning of innovation.

Then, we will explain to you the advantages of innovation.

Finally, we will talk about the risks of innovation.

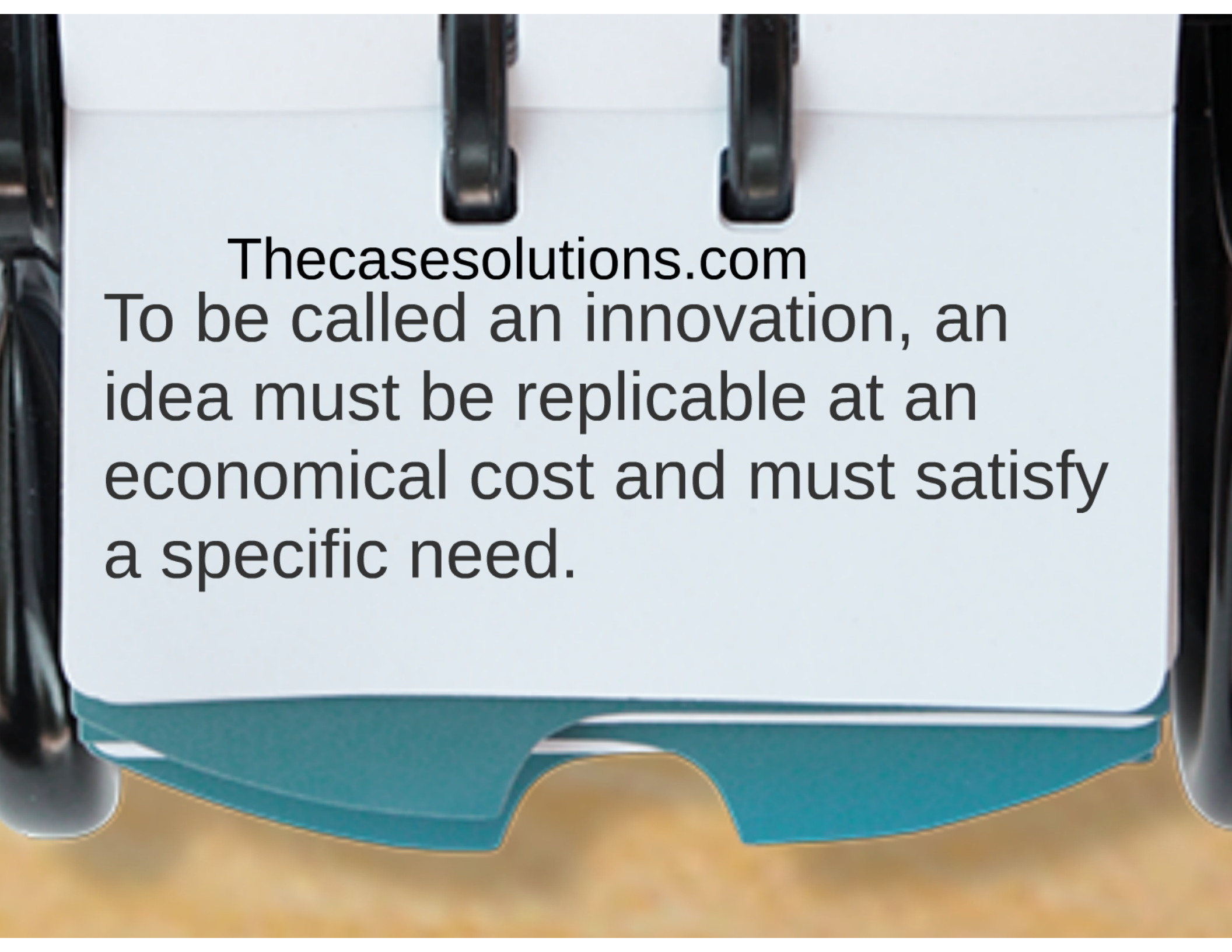


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What is innovation?

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Innovation is the process of translating an idea or invention into a good or service that creates value.

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A teal spiral-bound notebook is shown from a top-down perspective. The notebook is open to a white page with black text. The spiral binding is visible at the top and bottom edges. The text on the page is centered and reads: 'Thecasesolutions.com' followed by a paragraph defining innovation.

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To be called an innovation, an
idea must be replicable at an
economical cost and must satisfy
a specific need.

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In business, companies use innovative ideas to further satisfy the needs and expectations of the customers.