

ISTITUTO
ITALIANO DI
TECNOLOGIA

Impatto dell'high-tech sullo sviluppo dell'impresa 4.0

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- “The process of translating **an idea** or invention into a good or service that **creates value** or for which customers will pay”
(<http://www.businessdictionary.com/definition/innovation.html#ixzz2LcZ31o6r>)
- “Innovation is the development of **new values** through solutions that meet **new needs**, inarticulate needs, or old customer and market needs in value adding new ways”
(<http://en.wikipedia.org/wiki/Innovation>)
- “*The purpose of innovation is to create **new business**”...and “**Innovation requires a change**”*
(Paul Trott, Innovation Management and New Product Development, 4th edition)

Invention is the formulation of new ideas for products or processes

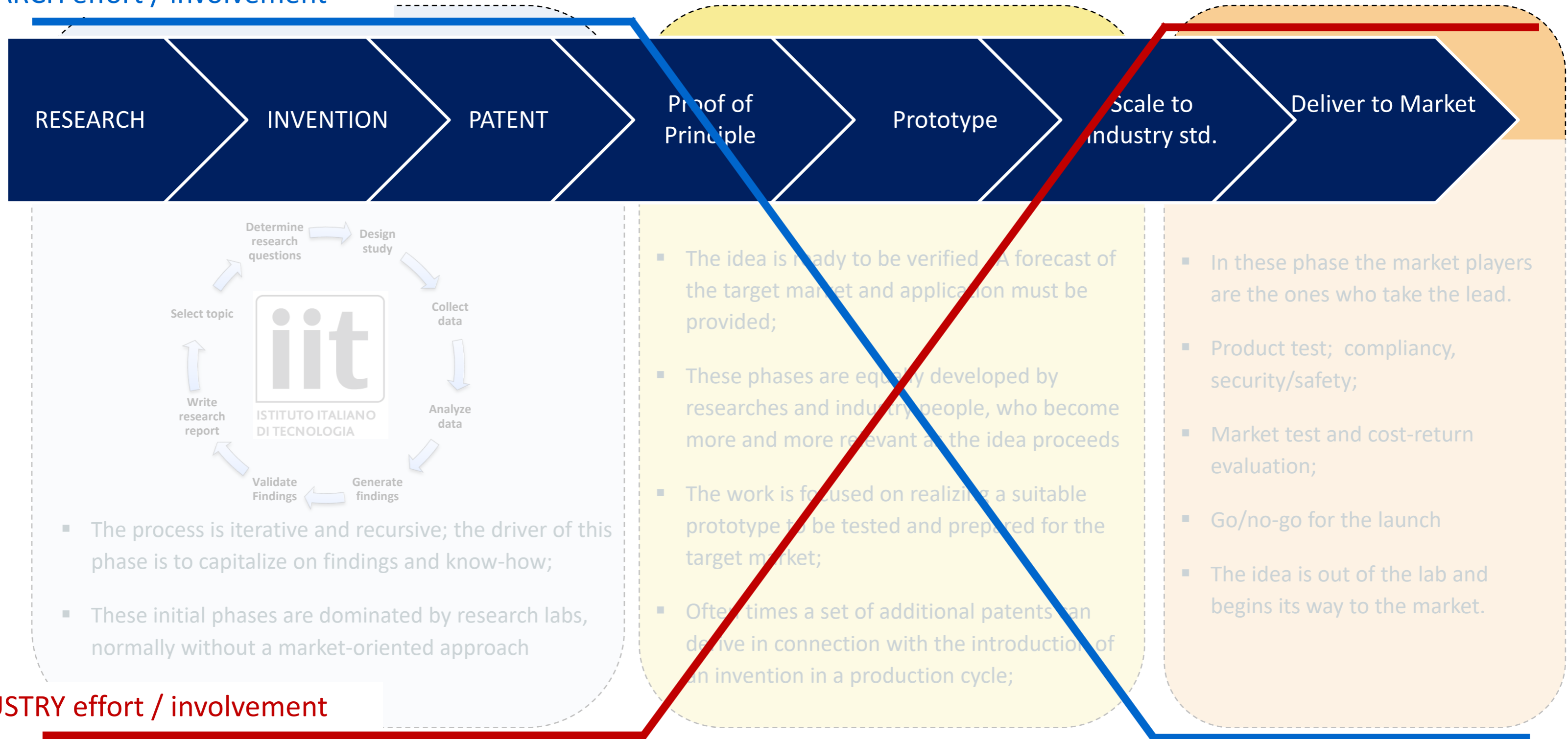
VS.

Innovation is all about the practical application of new inventions into marketable products or services

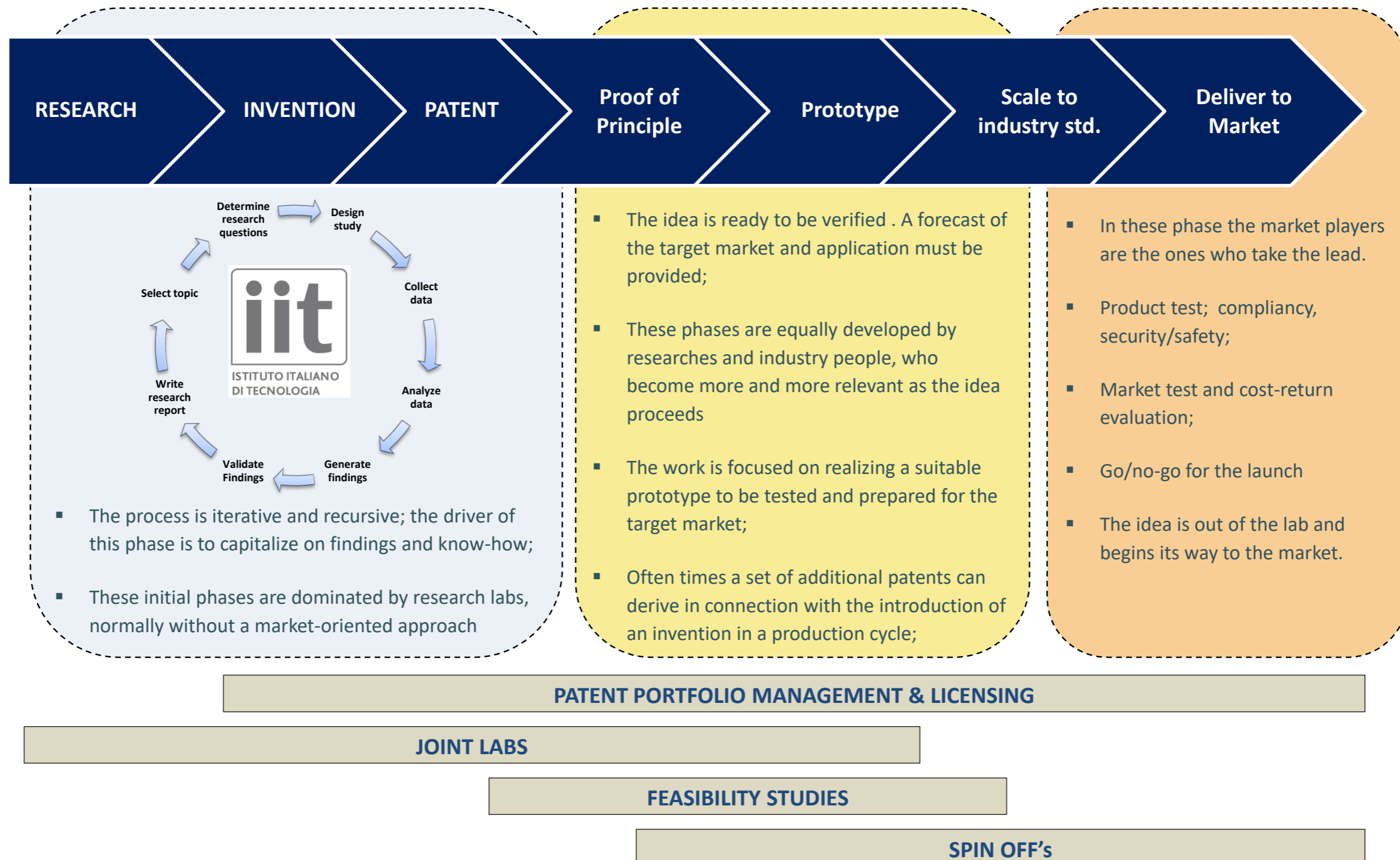
IS IT REALLY MANAGEABLE?

Innovation proved being the result of an articulated **complex of actions**, executed by **different actors**, either in a **continuous or discontinuous** way, both within one **single organization** and in cooperation with players **outside the organization**.

RESEARCH effort / involvement



INDUSTRY effort / involvement





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