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The logical approach to harness innovation

The Innovation Management science-based practices are the missing link between the innovation hype and reality. To learn more, please contact:

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Innovation Management – Art to Science?

Recent realities of globalization, international R&D competition, and the societal challenges and global threats have led the CEOs of private and public organizations to include the concept of Innovation Management into their agenda. This issue is also highlighted in recent IBM and Boston Consulting Group studies which reveal that Innovation is “top of the mind” for most forward-looking and aggressive organizations.

So, the Holy Grail for the forward looking organizations is to concentrate on Innovation..... but how to manage Innovation? Innovation has become the buzzword for most executive management conferences, and is a subject of numerous articles and books. However, the following Innovation Management practices are still an Art, and need to be measured and controlled with discipline and rigor, hence converting these practices into a Science.

- **Radical Innovation:** Development of breakthrough products & services, processes, and new business models.
- **Evolutionary Innovation:** Integrating the Radical Innovations into the products and services.
- **Open Innovation:** Export and Import Intellectual Property (IP), and technologies.

Infologic has developed the following Innovation Management model and associated matrices & methodologies which will assist these organizations to implement the science-based Innovation Management best practices.

