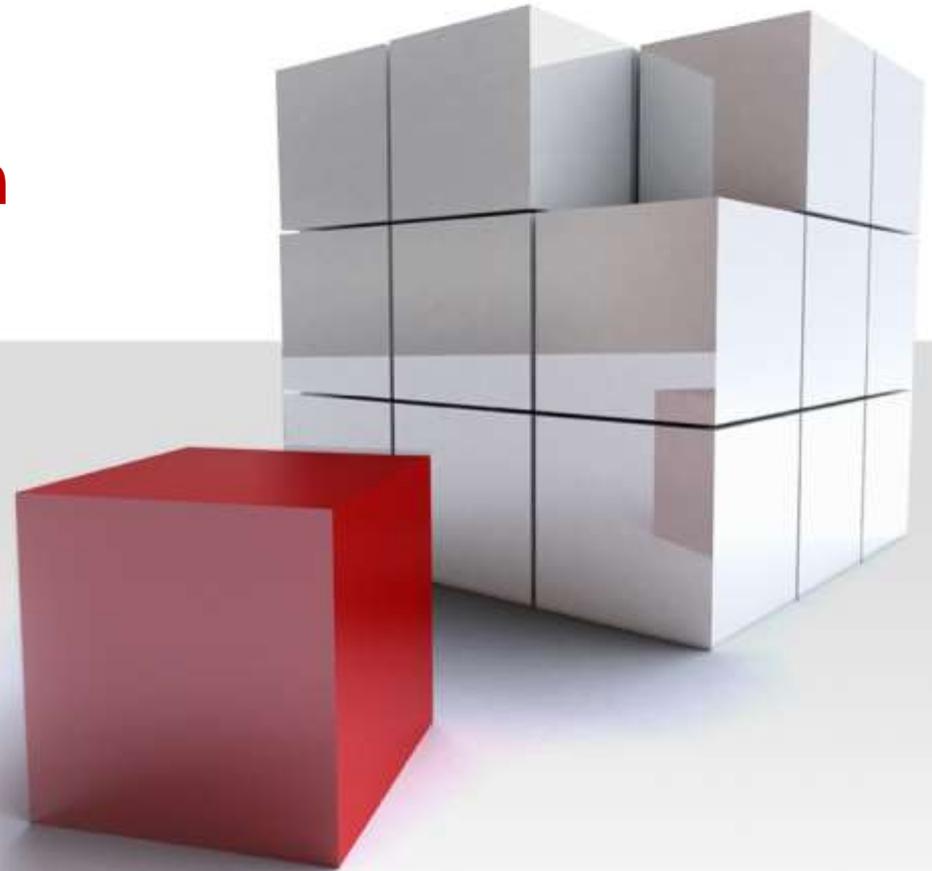




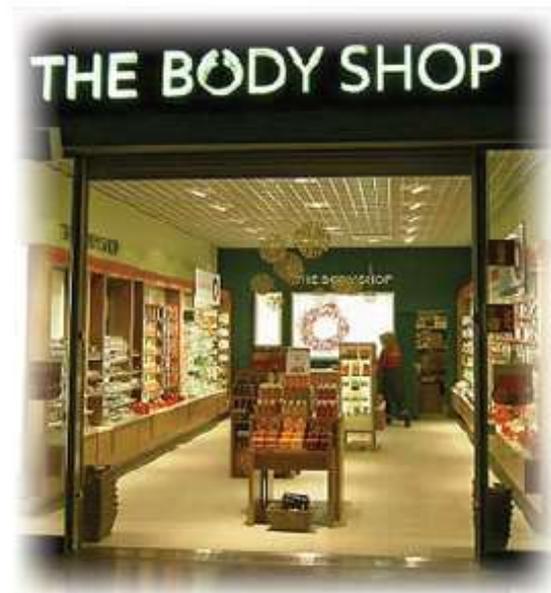
# Stimulating creativity and innovation through supportive leadership"



# In 70s and 80s



# In 90s

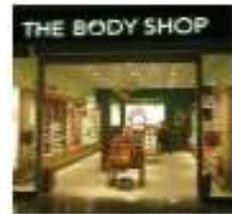


# In 2000s

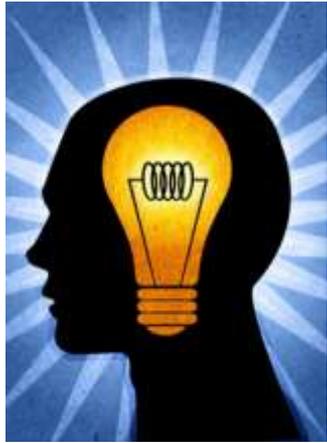


# In recent years...





# Creativity vs. innovation



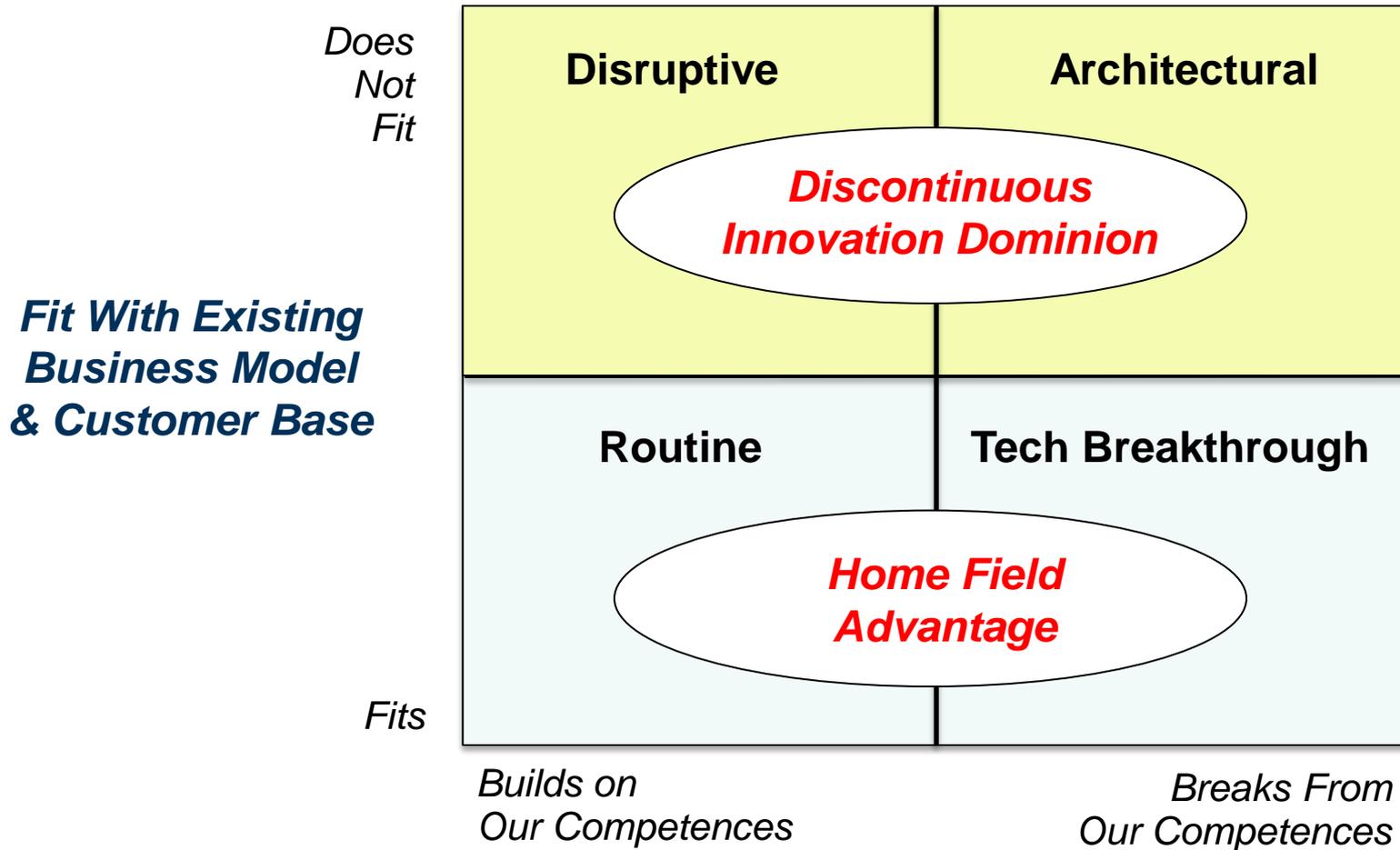
**Creativity  
(Invention)**



**Innovation**



# Types of Innovation



***Fit With Existing Technical & Organizational Capabilities***

Source: Prof. G. Pisano, HBS.

# Innovation models



# Thank you!