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About the authors:

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BRIAN QUINN is a leader at Doblin. He helps advance the company's leadership in building innovation capabilities and implementing innovations for clients.

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INNOVATION ALMOST NEVER FAILS DUE TO A LACK OF CREATIVITY.

IT'S ALMOST ALWAYS BECAUSE OF A LACK OF DISCIPLINE.

TEN TYPES OF INNOVATION THE DISCIPLINE OF BUILDING BREAKTHROUGHS

Doblin's new book to help you innovate your way to meaningful and sustainable growth.

As the pace of change continues to increase, innovation is no longer optional for firms, it's imperative. Customers demand it. Competitors will outflank you if you don't achieve it. Talented employees won't join your firm if you don't deliver it. Analysts expect it. Investors reward it. And yet most people still believe in primitive myths about innovation: "It's mainly about new products and new technology"; "It's about rare strokes of inspired genius"; "There's no disciplined, consistent method that you can apply"; etc. These common assumptions are simply not true.

In this new book, Ten Types of Innovation, the renowned innovation specialists at Doblin will help you and your teams know what to do when the stakes are high, time is short, and you really need to build a breakthrough. The solution is to look beyond new products to nine other powerful types of innovation, which can be combined for competitive advantage. The book lays out fresh ways to think, and then explains the actions that allow teams or firms to innovate reliably and repeatedly.

The Ten Types of Innovation framework emerged from applying a proprietary approach to a list of more than 2,000 successful innovations, including Amazon.com, early IBM mainframes, the Ford Model-T, and many more, to determine ten meaningful "moves" that great innovators typically make and that provide insight into innovation. This framework has influenced thousands of executives and companies around the world since its discovery in 1998, and has proven to be one of the most enduring and useful ways to start thinking about business transformation. In the book, the authors detail how businesses can use these innovation principles to bring about meaningful—and sustainable—growth within their organizations.

Unlike much of the writing on innovation, this book is designed to be both thought-provoking and entirely practical. It explains how the Ten Types can be used analytically to reveal blind spots, as a lens for leaders to identify new innovation opportunities and, most importantly, as a tool that can be used immediately to accelerate and amplify existing ideas. Complete with practical exercises and containing multiple case studies and examples, this book is for those who want to stop listening to the hype and start figuring out how to do the hard work of innovating more reliably.

ABOUT DOBLIN

Doblin is a global innovation firm that brings together a wide range of unique capabilities, tools and people to solve our clients' toughest challenges. In January 2013, Doblin joined with Deloitte Consulting LLP to advance the frontiers of innovation leadership. To discuss client collaboration opportunities with Doblin, please reach out to Geoff Tuff (gtuff@doblin.com), Jeff Wordham (jeff_wordham@doblin.com) or Melissa Quinn (melissa_quinn@doblin.com).

DOBLIN'S TEN TYPES OF INNOVATION FRAMEWORK

