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technology element and non-technology elements (mainly including strategy, culture, organization and institution) is the core issue for innovation-based organization.

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thinking that would otherwise not have emerged through normal processes.

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Innovation can be a new method, a new idea, or a new product. Successful innovations are the result of carefully considering the market, consumers, and the technology available to meet missing requirements. As described by Matt Ridley, innovation is when "ideas have sex". It seems like an odd description at first, however, it seems to be very accurate.

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By seeking to integrate innovation in new technologies, products and processes with innovation in business models, organisational forms and market

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positioning, they create greater profits and protect their market position. This is [total innovation]. More UK high-technology firms need to develop the capability for total innovation.

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