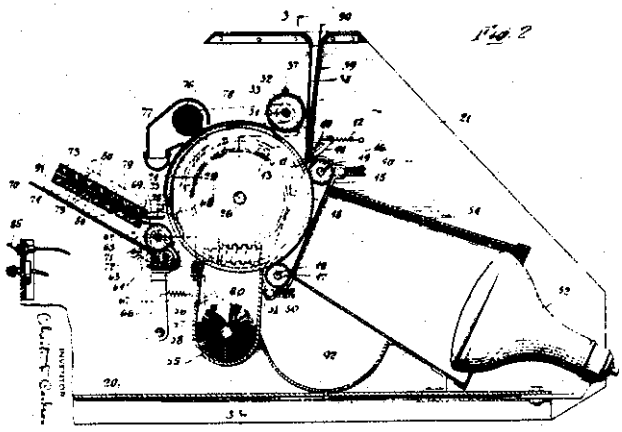
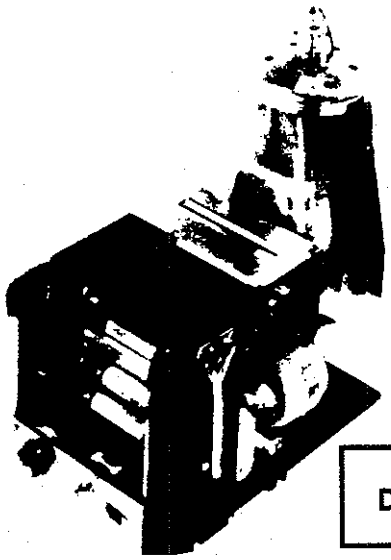
TRANSPARENCIES FOR UNIT 7

THE TECHNOLOGICAL INNOVATION PROCESS

THE XEROX MACHINE



CREATION



DEVELOPMENT



ADOPTION



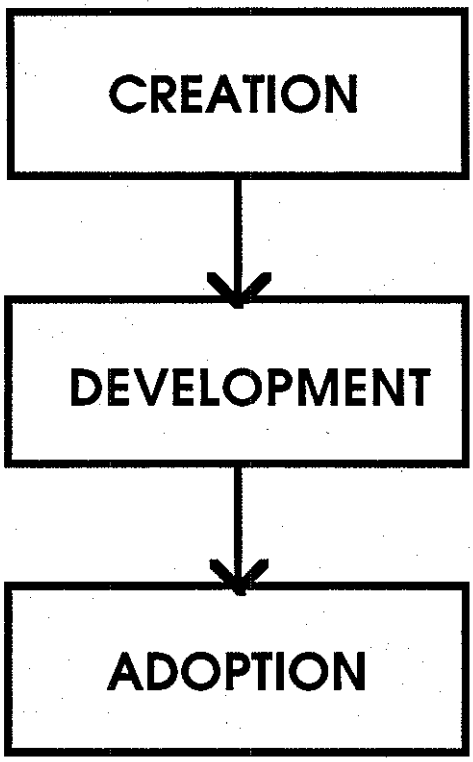
gsri

SO WHY SHOULD I CARE?

- ✓ To Better Understand What We Do and to Do It Better
- ✓ To Do a Good Job in Transferring Technologies

gsri

TECHNOLOGICAL INNOVATION PROCESS



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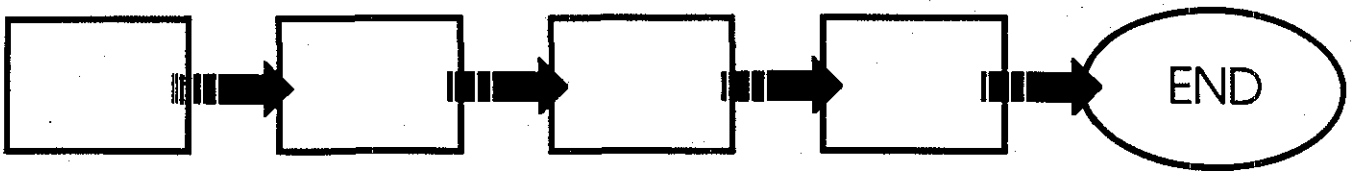
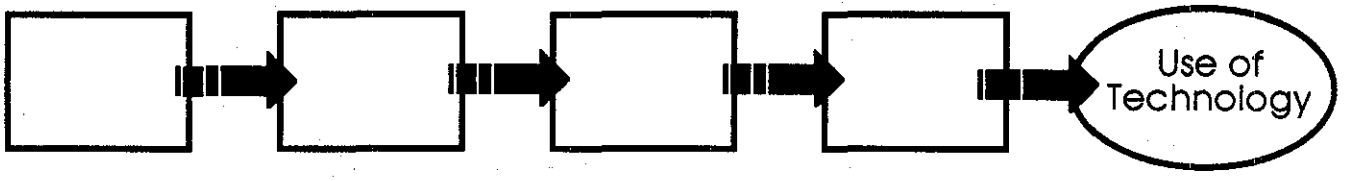
ADOPTION

Process



Technological Innovation Process

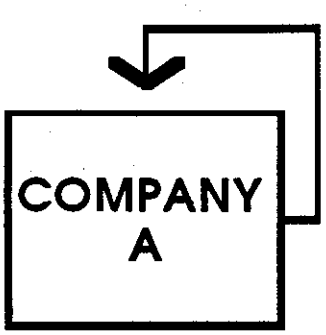


INNOVATION

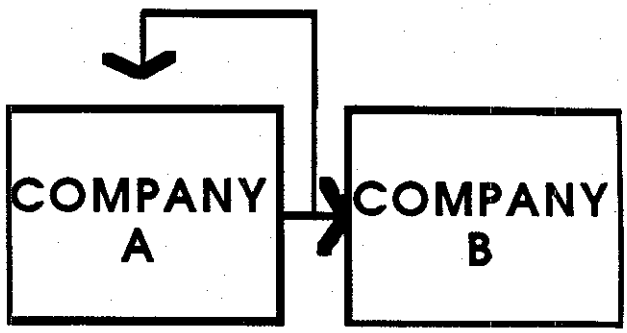
gsri

ADOPTERS

PROCESSES

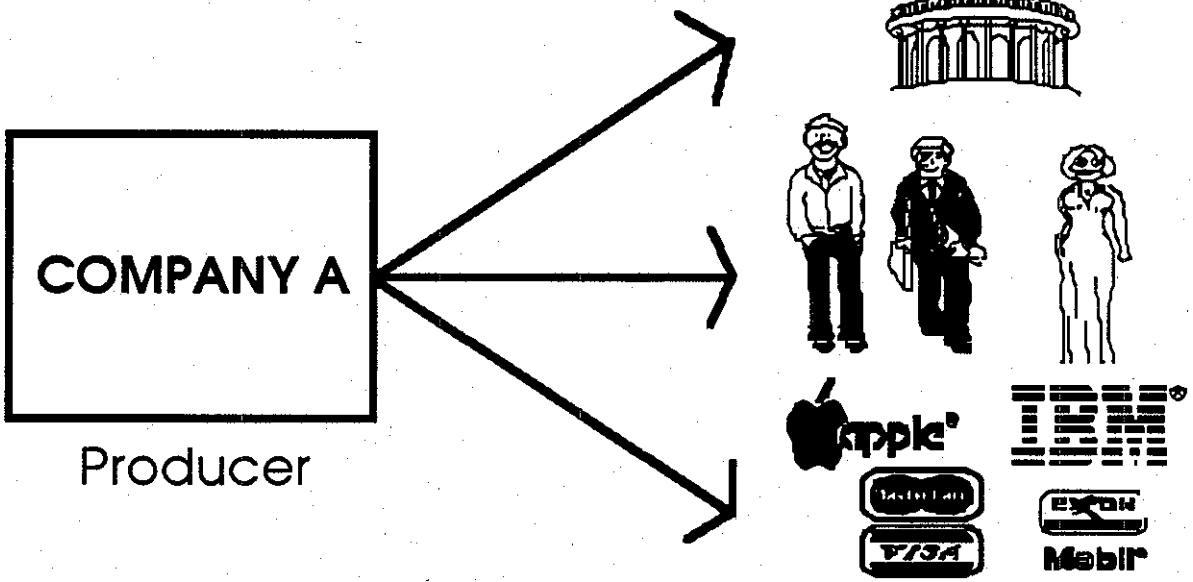


Internal Use



Internal/External Use

PRODUCTS



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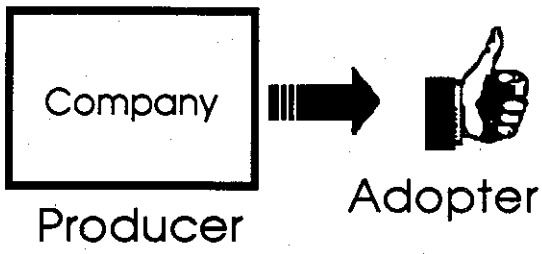
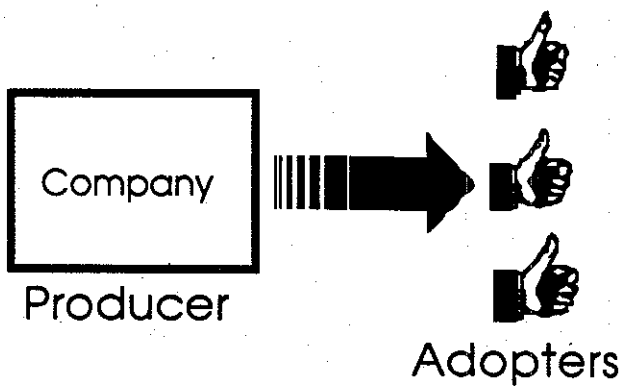
Adoption & Diffusion

Adoption

Undesirable

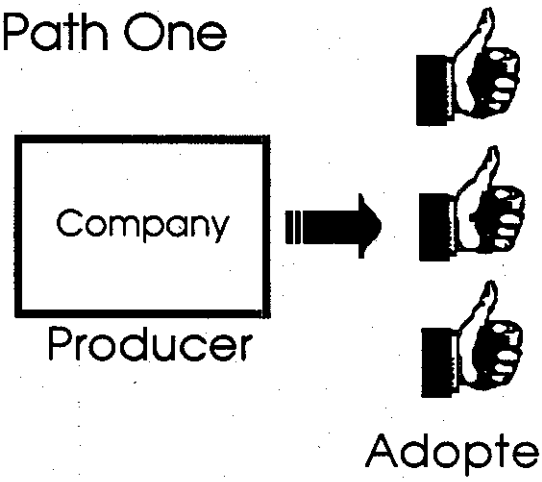


Desirable

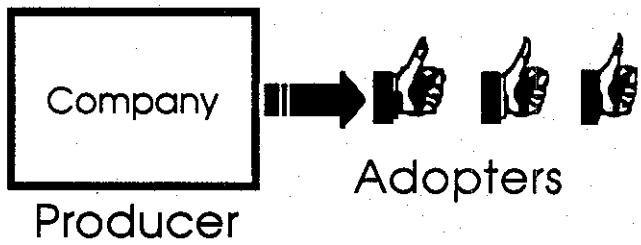


Diffusion

Path One



Path Two



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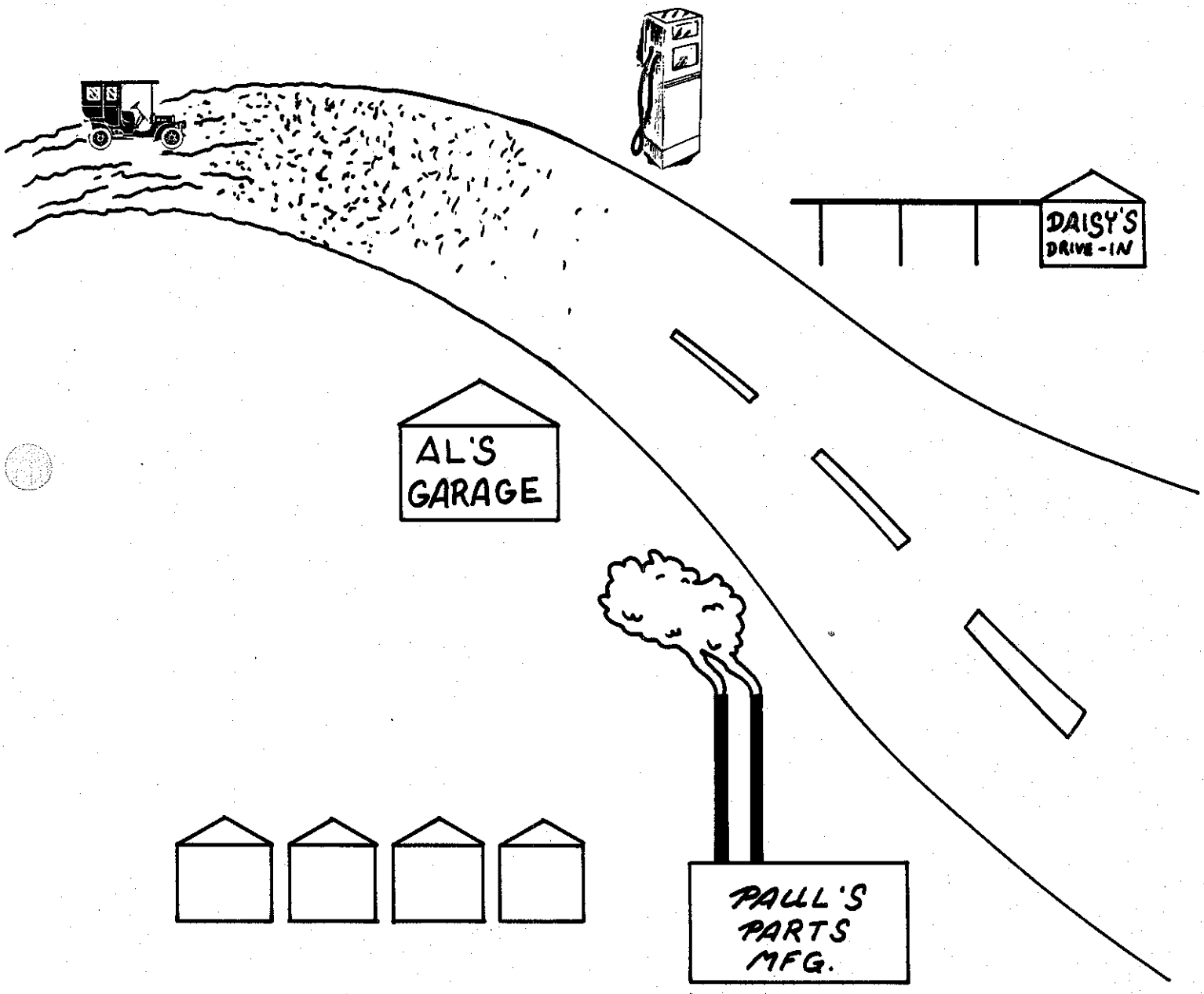
SOCIAL DIMENSIONS OF INNOVATION



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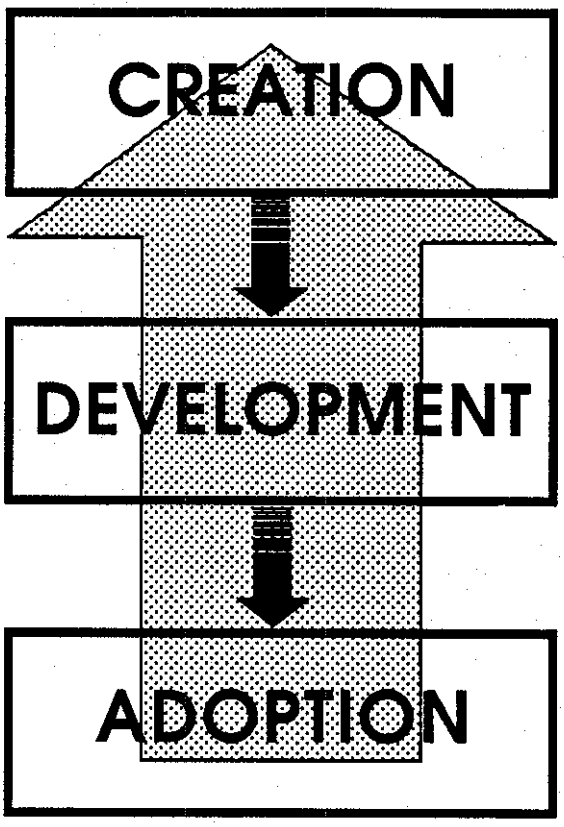
DIRECTION



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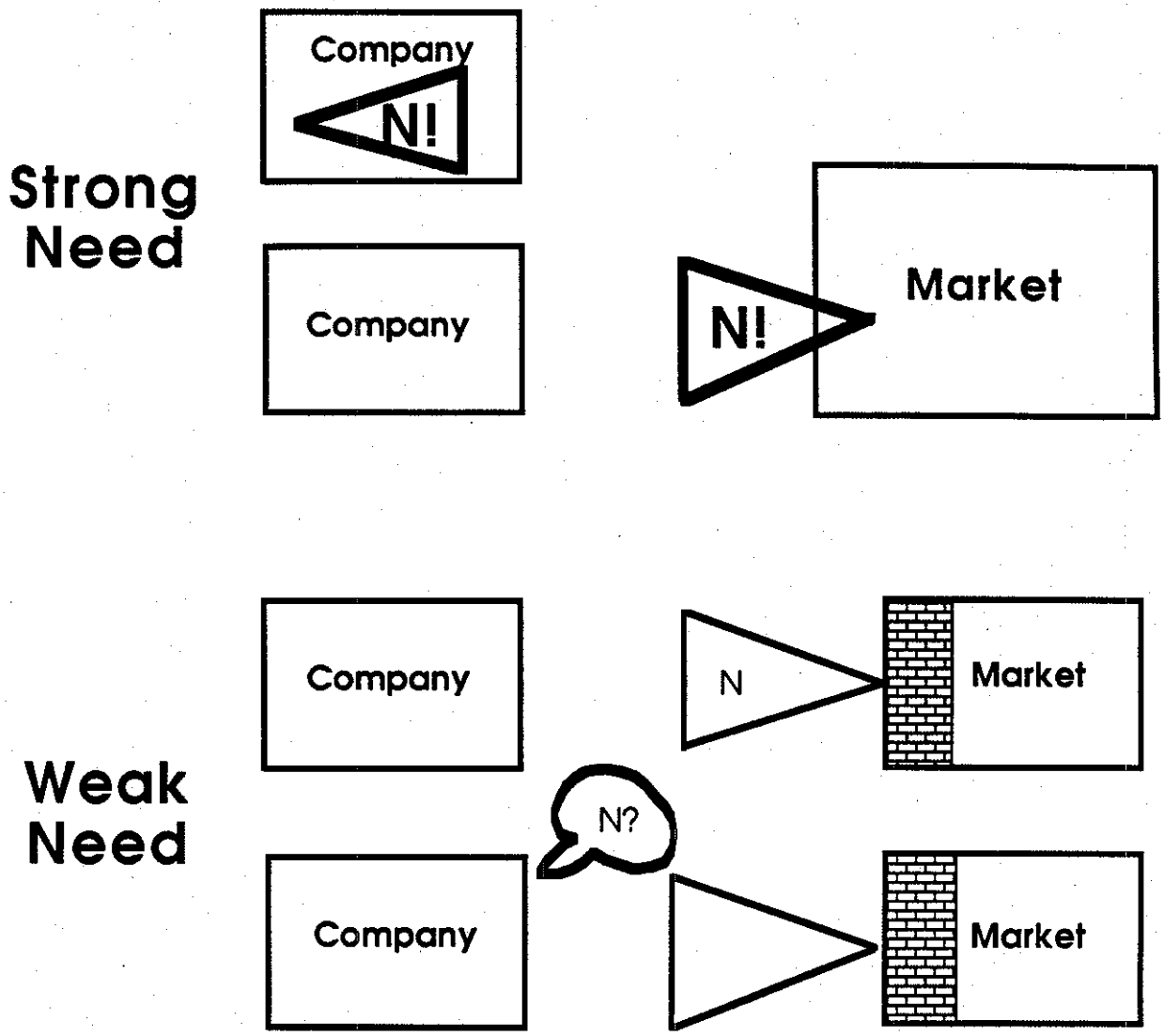
NEED

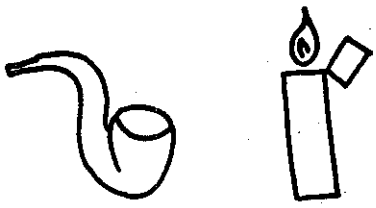

Strong Need
Company
N!
Company
N!
Market
Weak Need
Company
N
Market
N?
Company
Market

gsri

CREATIVE ACT

(ORIGINS OF THE PIPE LIGHTER)

NEED



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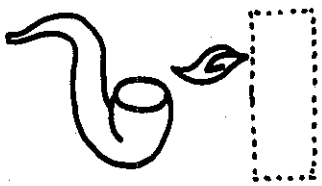
FUNCTION



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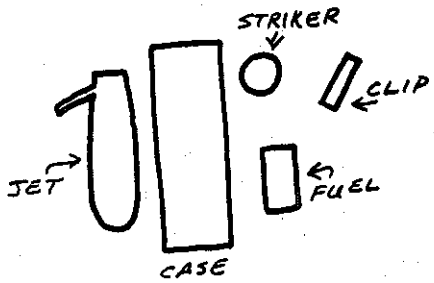
TECHNICAL SATISFACTION



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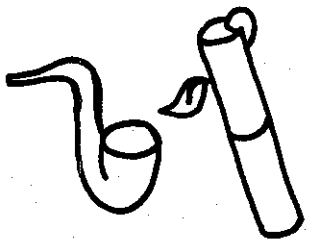
ENVISIONED TECHNOLOGY



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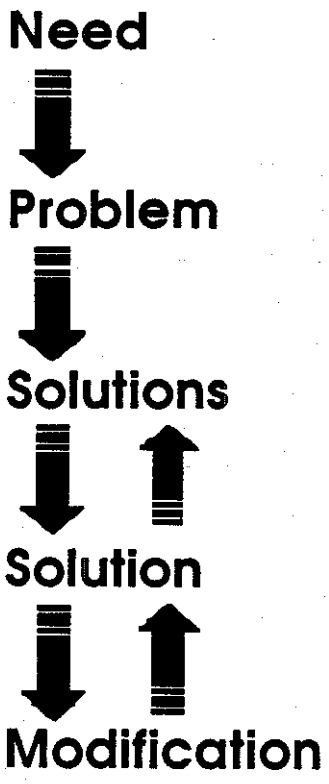
CREATION AS A PROCESS



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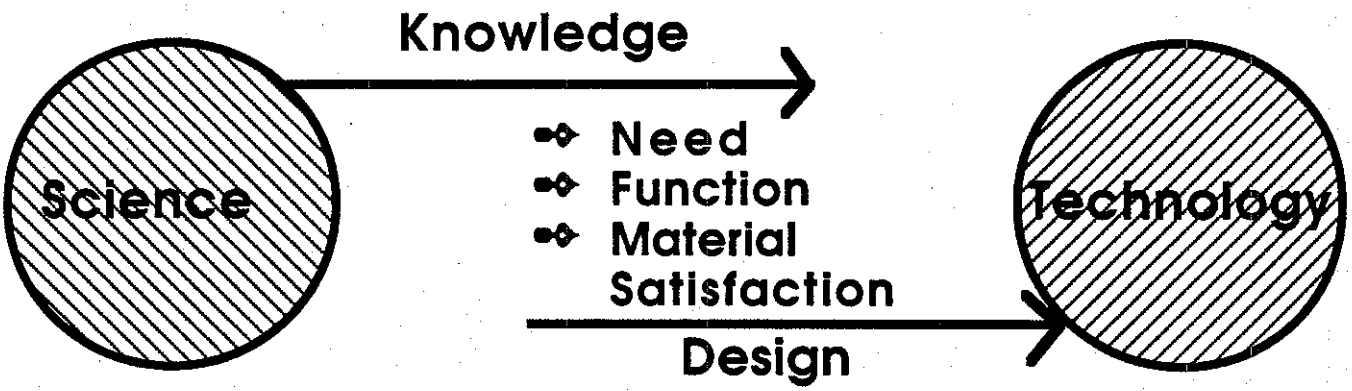
OBJECTIONS

Science Into Technology



Accident



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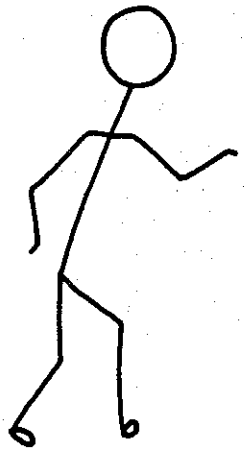
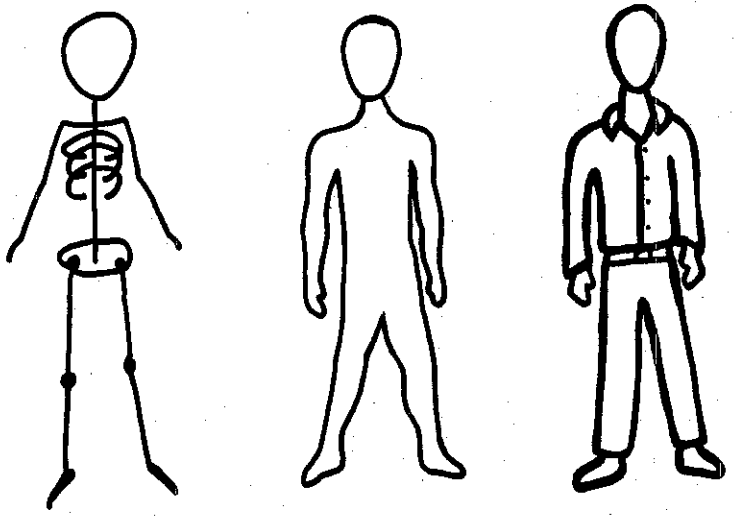
DEVELOPMENTAL PROCESS

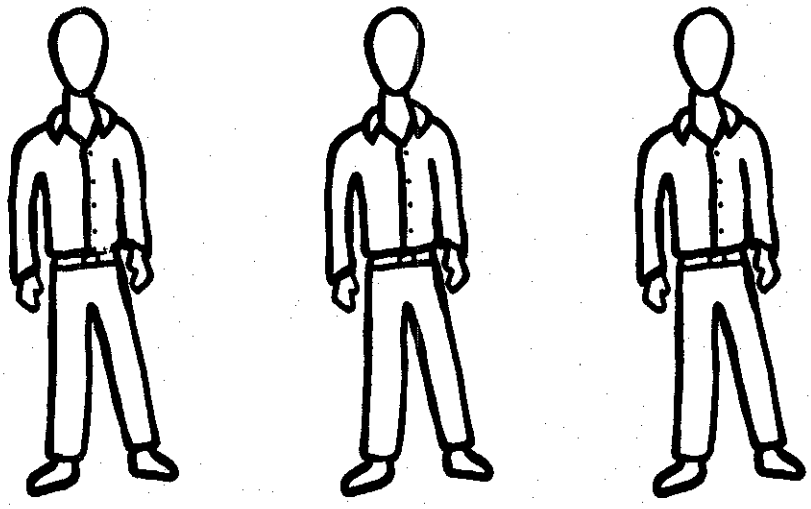
CREATION



DEVELOPMENT



PRODUCTION



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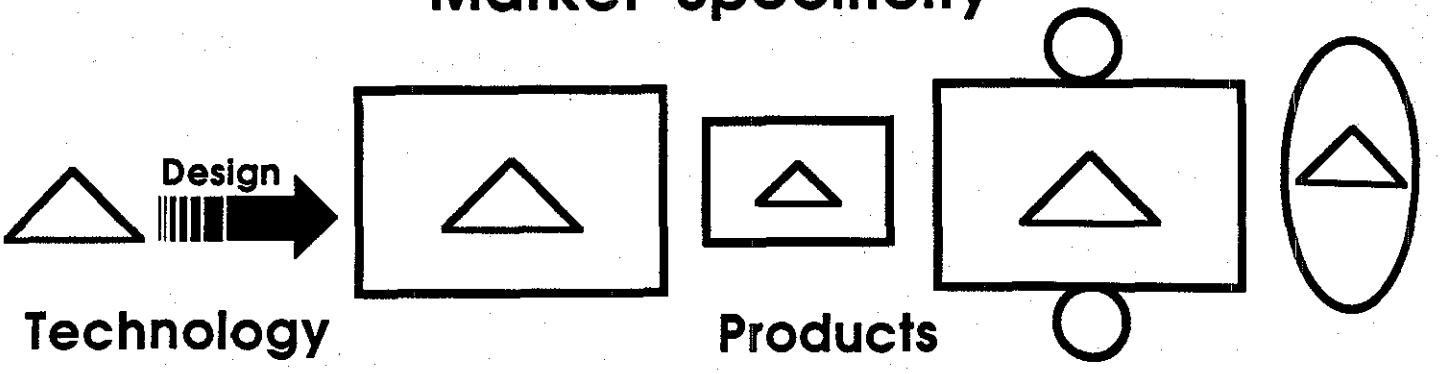
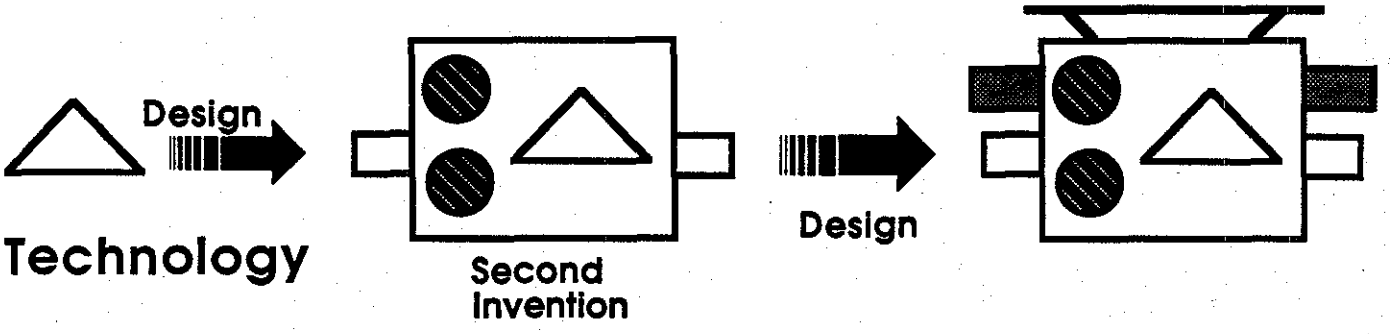
TECHNOLOGY AND PRODUCTS

Market Specificity



Second Invention



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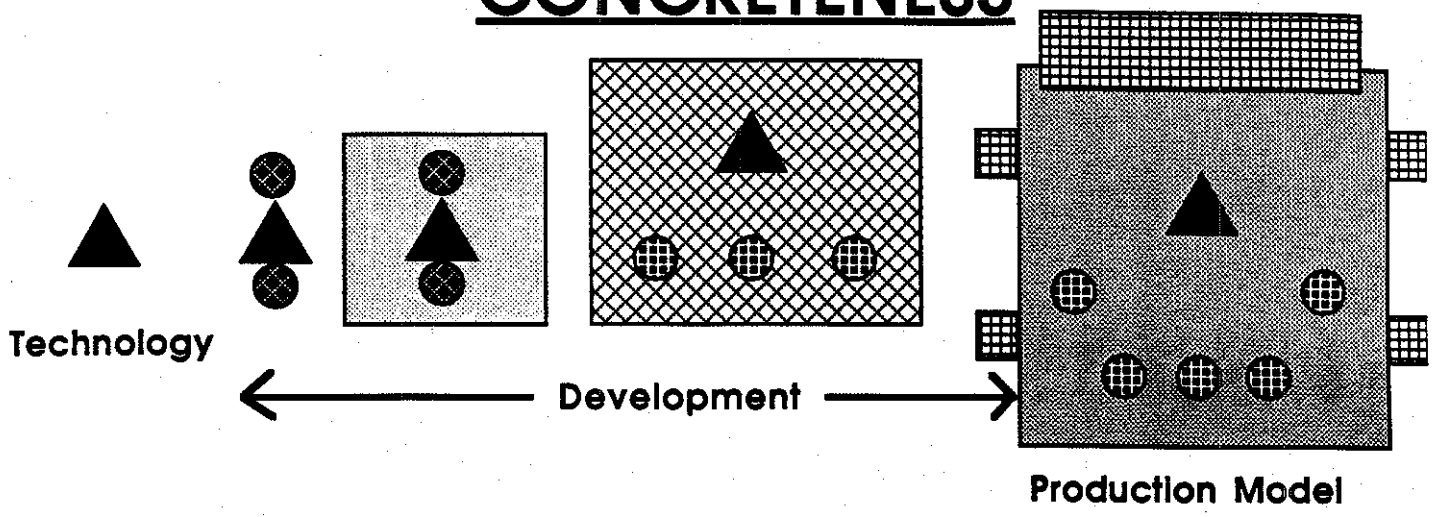
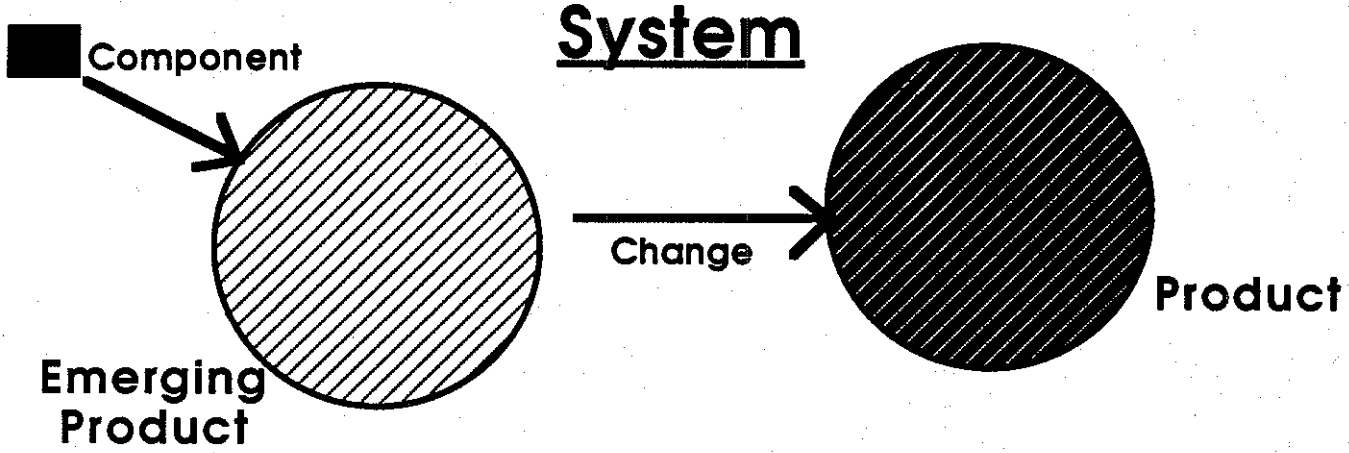
DEVELOPMENT AS DESIGN

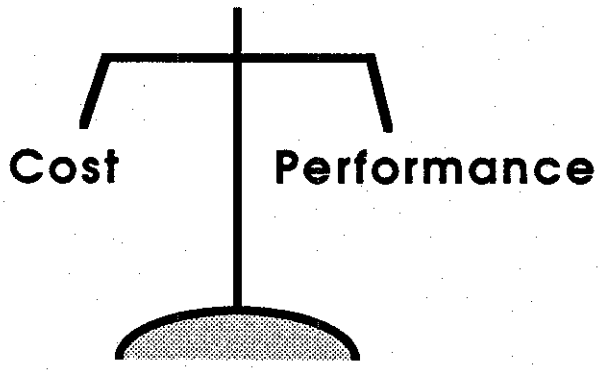
CONCRETENESS



System



Satisficing



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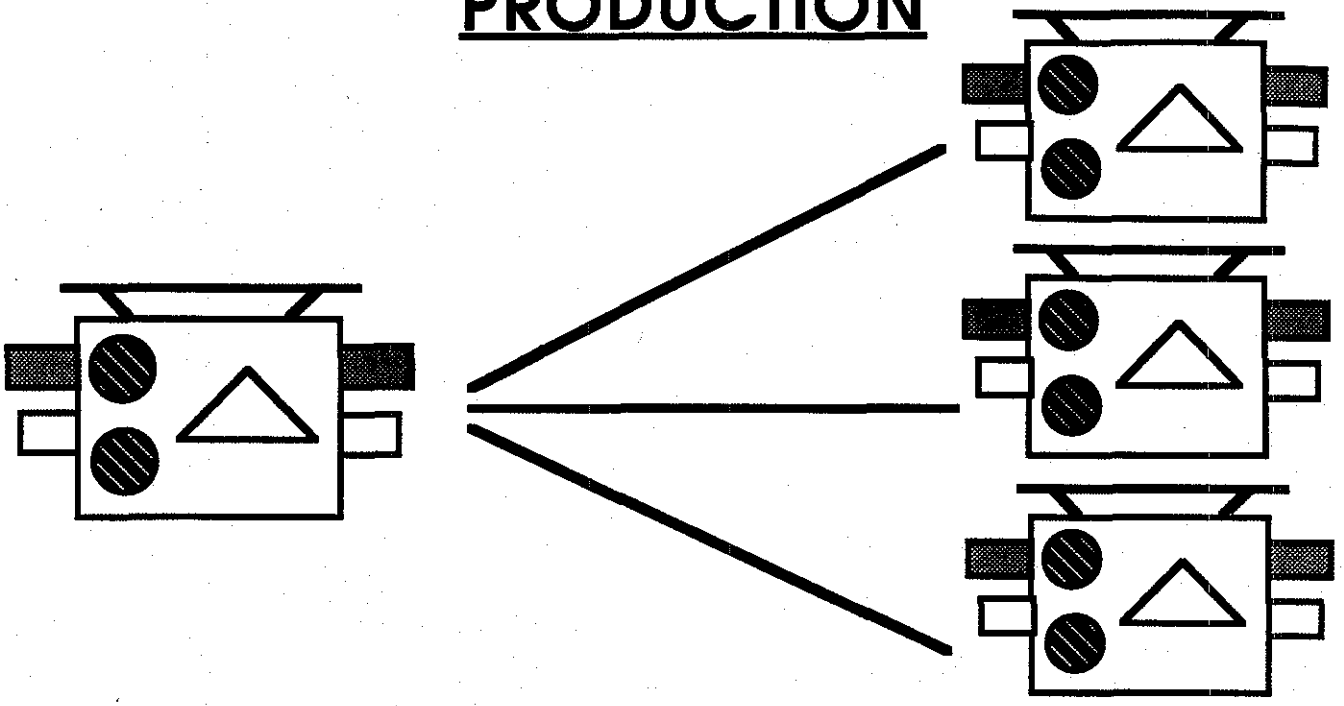
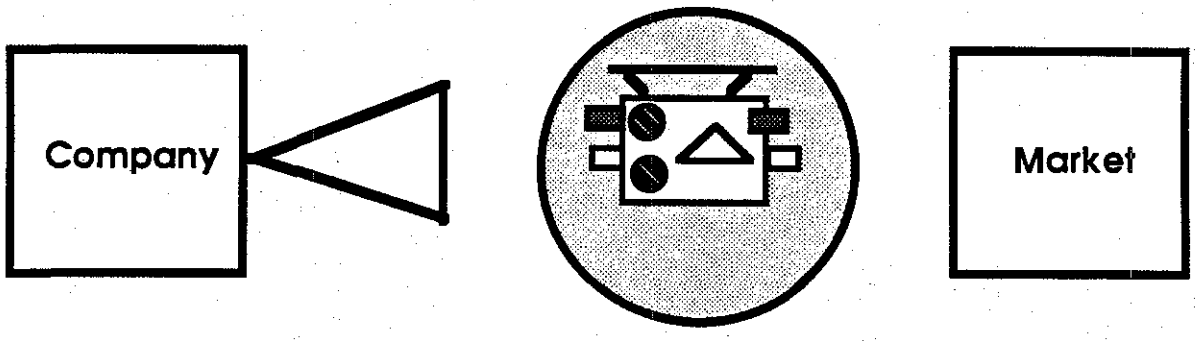
PRODUCTION AND MARKETING

PRODUCTION



MARKETING



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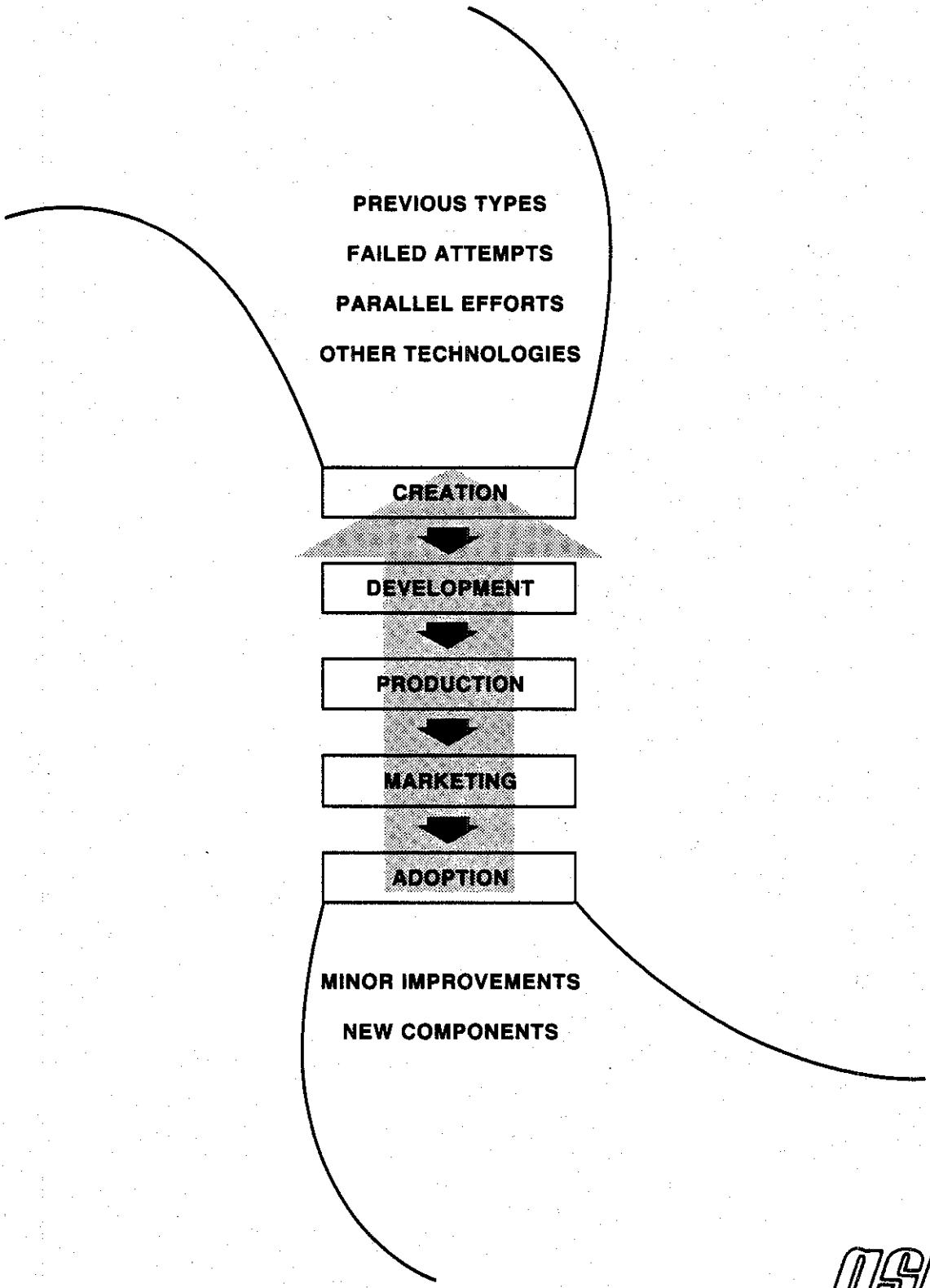
HISTORIC DIMENSIONS OF INNOVATION



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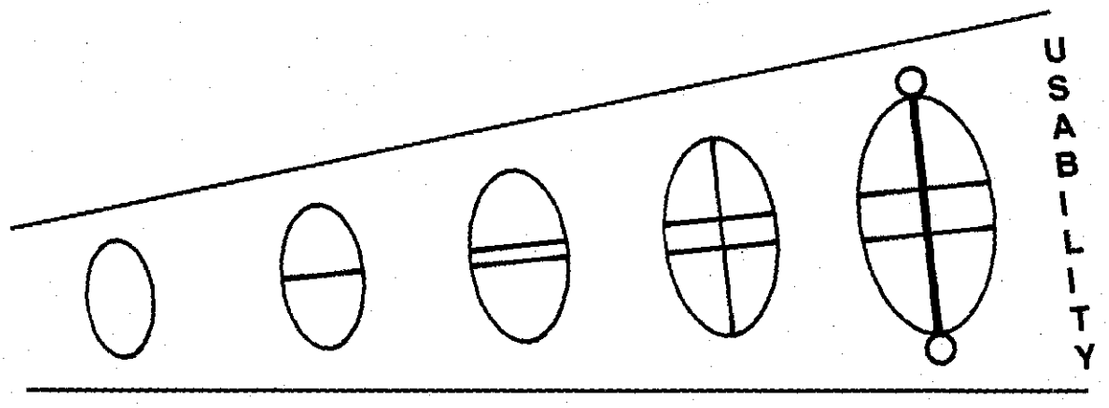
INCREMENTAL INNOVATION



INNOVATION

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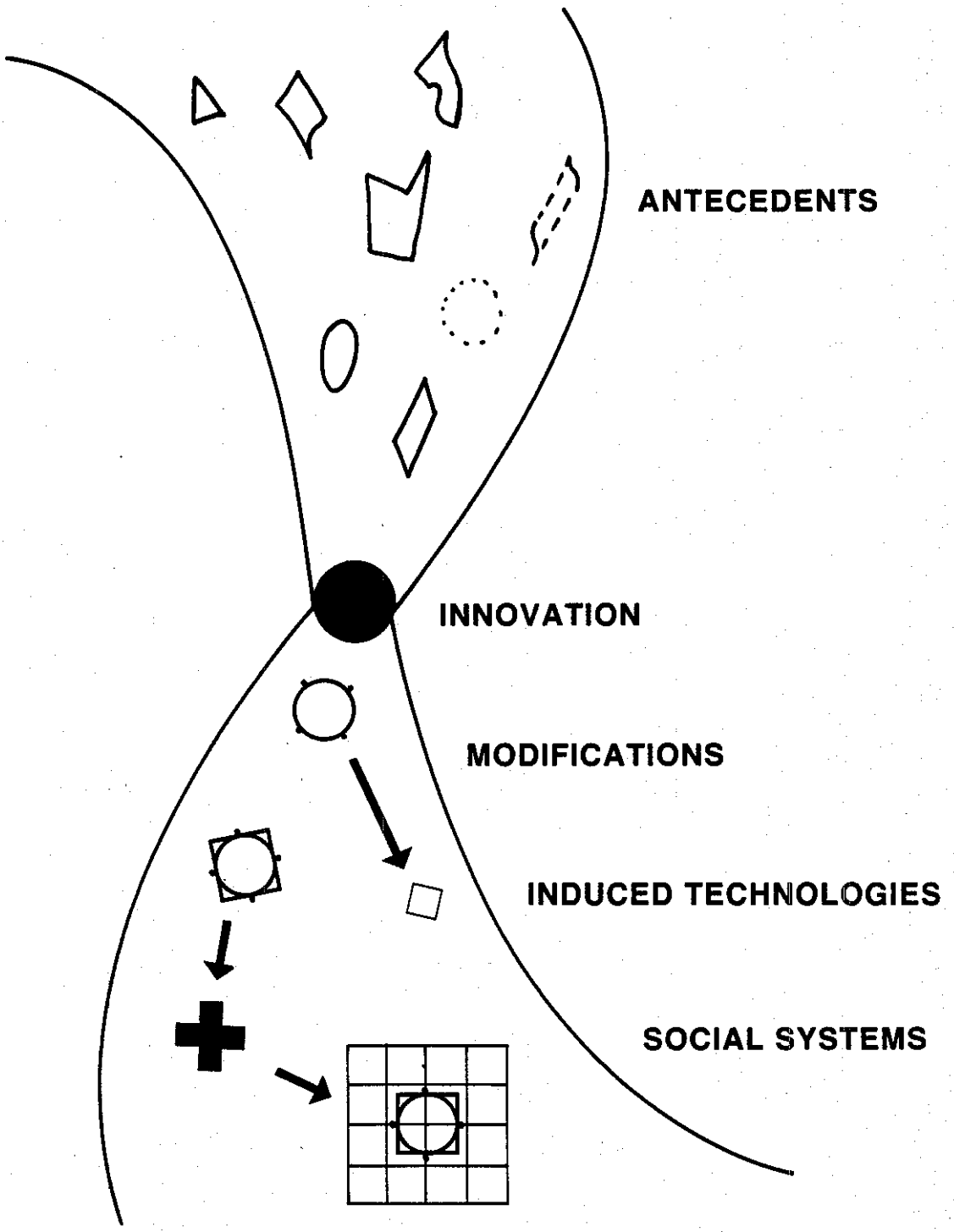
TECHNOLOGY AS A STREAM



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