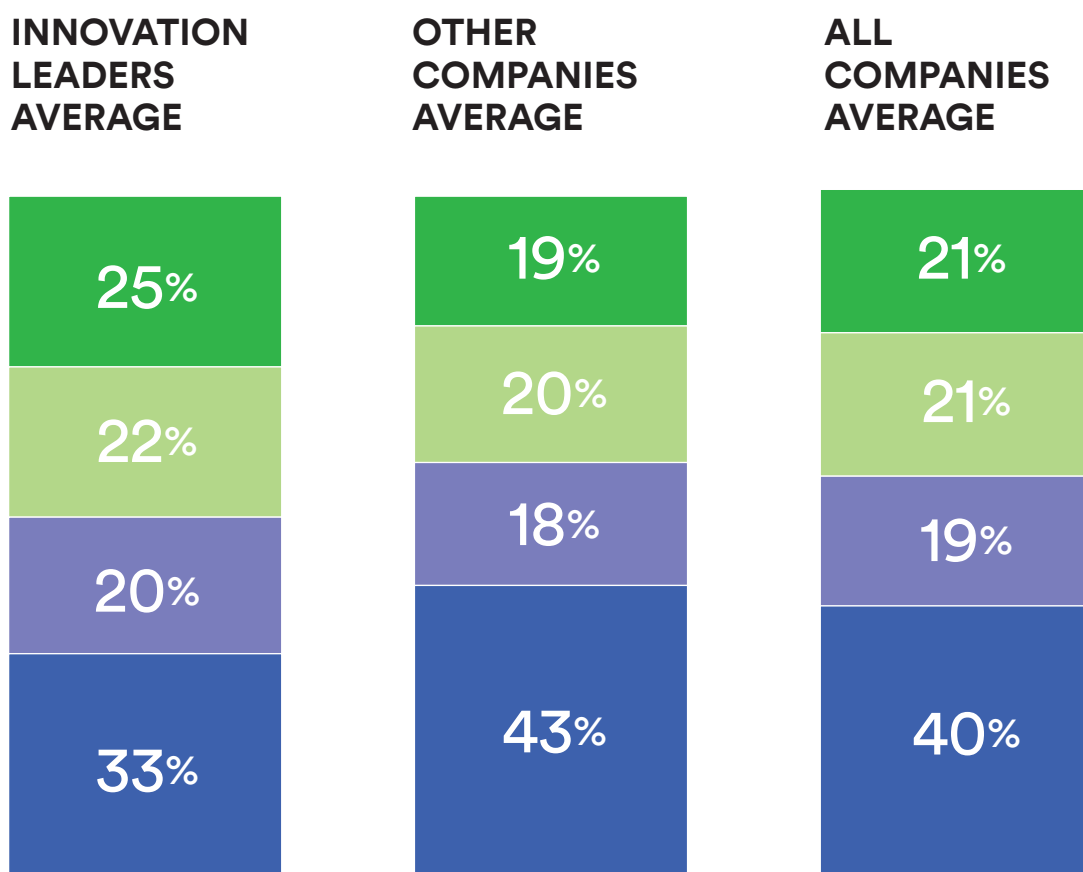


Innovation leaders — Types of new products and services introduced in the past three years (% of companies)



- Routine** (leverages existing technical competencies and business model)
- Disruptive** (leverages existing technical competencies but requires new business model)
- Radical** (leverages existing business model but requires new technical competencies)
- Architectural** (requires new business model and new technical competencies)