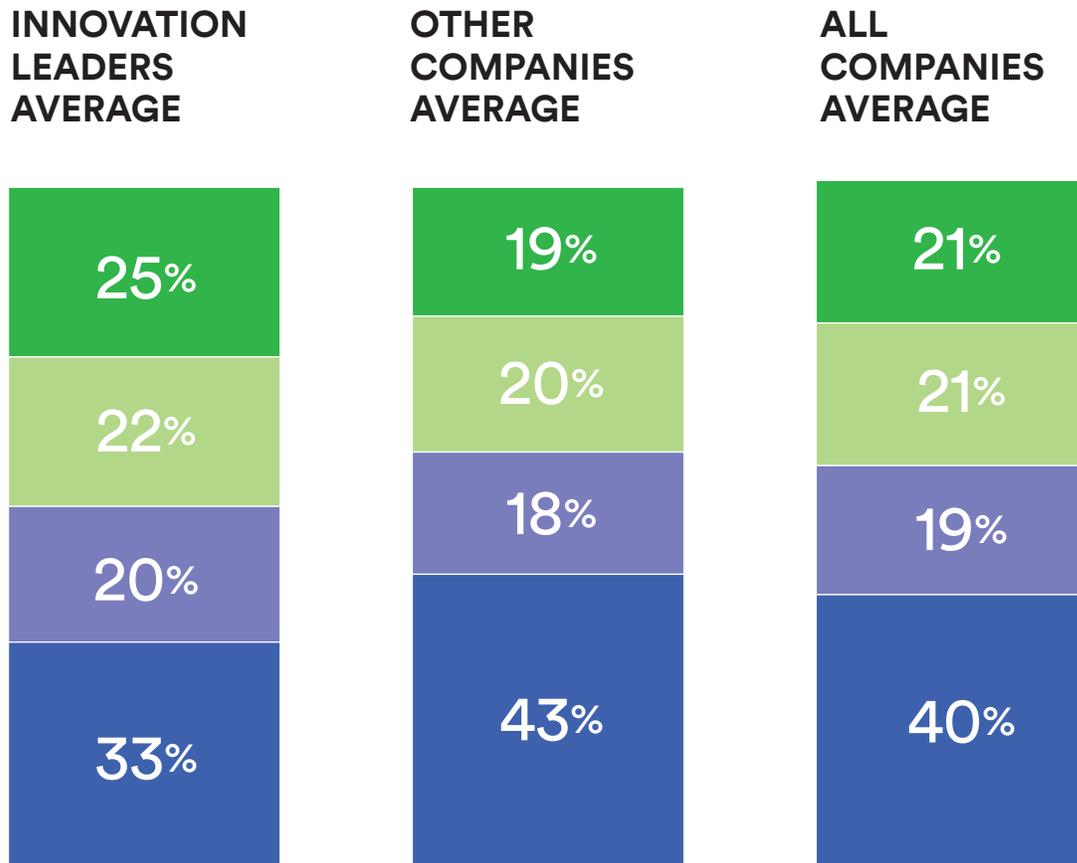


Innovation leaders — Types of new products and services introduced in the past three years (% of companies)



-  **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)