PART ONE
INNOVATION
A NEW DISCIPLINE IS LEAVING THE LAB
Now and then a new science emerges that radically changes how a field is conducted. This is precisely what is occurring now in the modern practice of innovation. But beware: myths are abundant and are exceptionally hard to eradicate.

CHAPTER 1
RETHINK INNOVATION
Eradicate lore, substitute logic

PART TWO
TEN TYPES OF INNOVATION
THE BUILDING BLOCKS OF BREAKTHROUGHS
At the heart of any new discipline there often lies a simple, organizing system—an underlying structure and order governing what works and what fails. This is what the Ten Types framework brings to innovation. Consciously understanding it makes innovation easier and more effective.

CHAPTER 2
THE TEN TYPES
An overview

CHAPTER 3
PROFIT MODEL
How you make money

CHAPTER 4
NETWORK
How you connect with others to create value

CHAPTER 5
STRUCTURE
How you organize and align your talent and assets

CHAPTER 6
PROCESS
How you use signature or superior methods to do your work

CHAPTER 7
PRODUCT PERFORMANCE
How you develop distinguishing features and functionality
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MIX AND MATCH INNOVATION TYPES FOR GREATER IMPACT
Using more types of innovation produces more sophisticated and surprising results — and does so in ways competitors can’t easily spot or copy.

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