Comment on "Innovation Patterns"

Hi Eleanor,

My name is Barry Winkless and at present I am studying for a PhD in Systematic Innovation, using Triz as applied to the food industry. I am extremely interested in your article on innovation patterns - most comprehensive and well supported. After reading it I began to apply your 'Innovation Matrix' - i.e Innovation pattern/Culture/Magnitude of Challenge/Example to food business examples - and your ideas mirror perfectly some examples I have experienced in industry - for example when ISO quality standards were made compulsory - this was very much an Extrinsic, Top-down, Minor challenge (to big organisations). Obviously however the magnitude of the challenge within business organisations will probably depend a lot on company size - i.e. Large or SME’s.

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