

Appendix D: Innovation Models

This appendix contains examples of Innovation Models as proposed by Twiss,¹⁶ Utterback,¹⁷ Tidd *et al*,¹⁸ Marquis,¹⁹ Katz,²⁰ Thamhain²¹ and Wheelwright²²

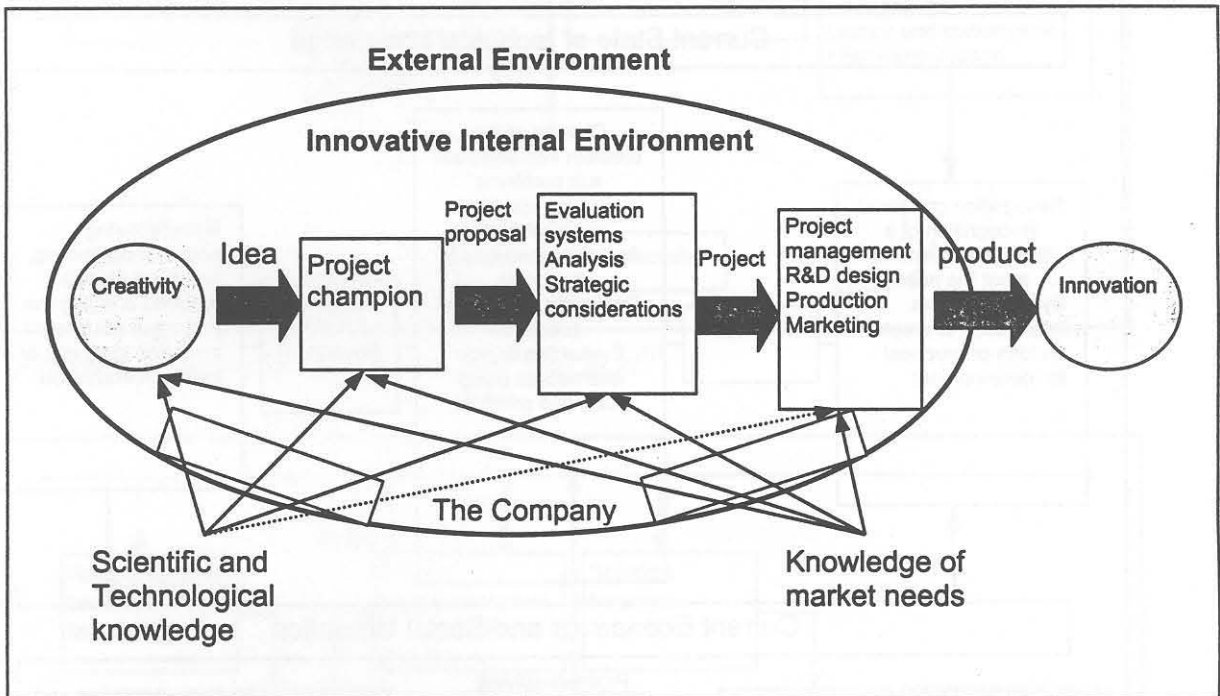


Figure D.1: Innovation Model, Source: Twiss¹⁶

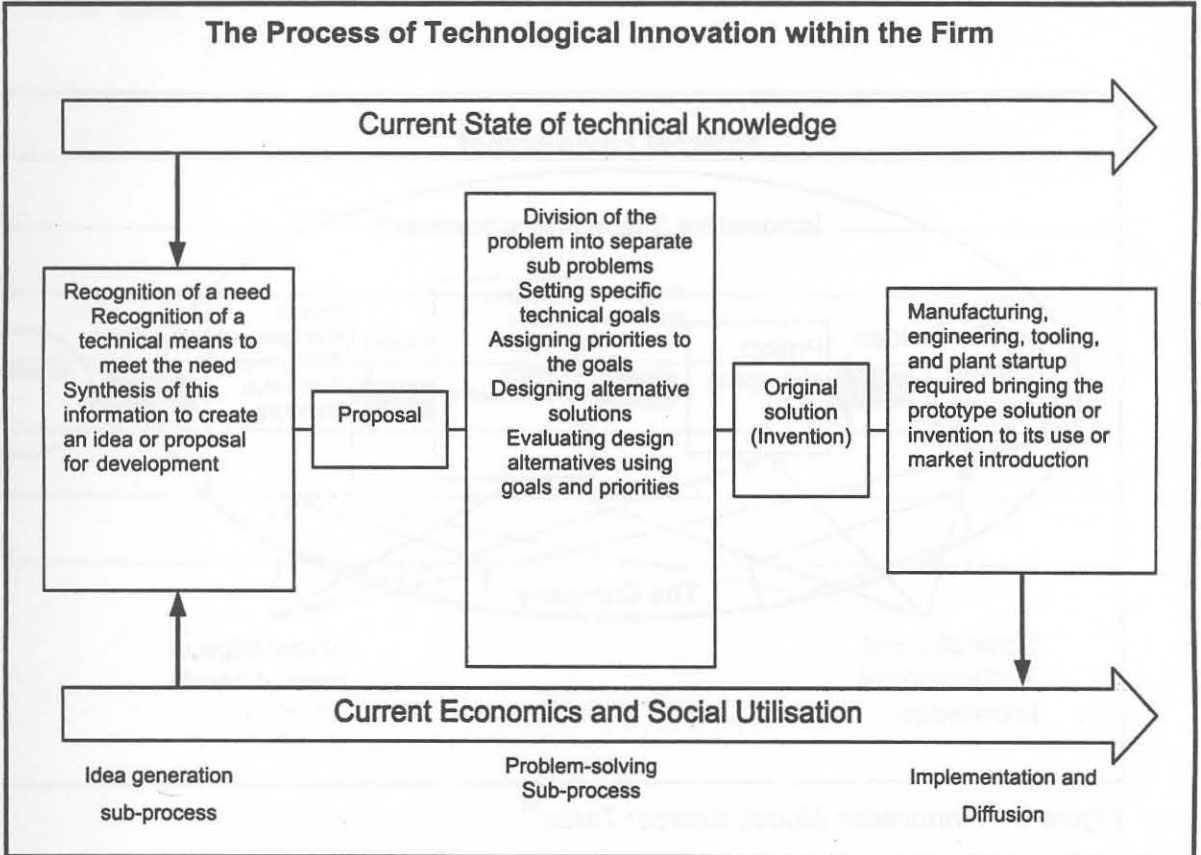


Figure D.2: The Process of Technological Innovation within the Firm, Source: Utterback¹⁷

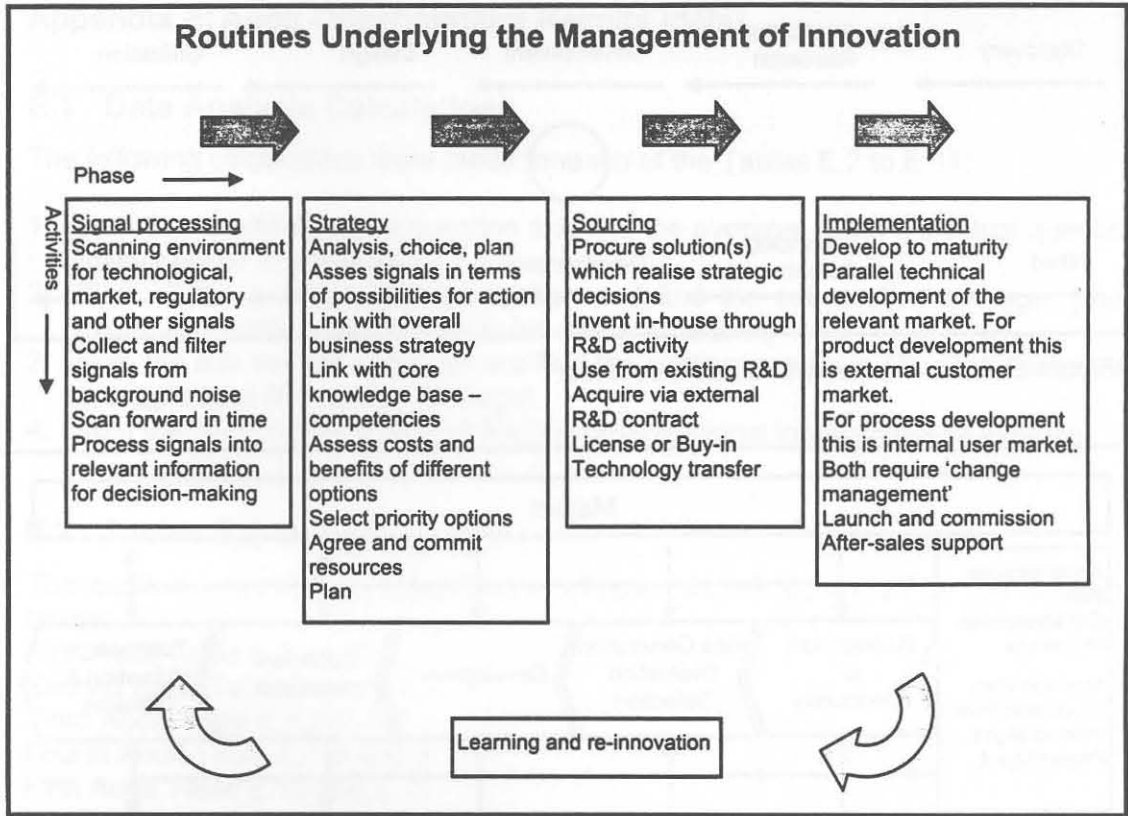


Figure D.3: Innovation Model, Source: Tidd et al¹⁸

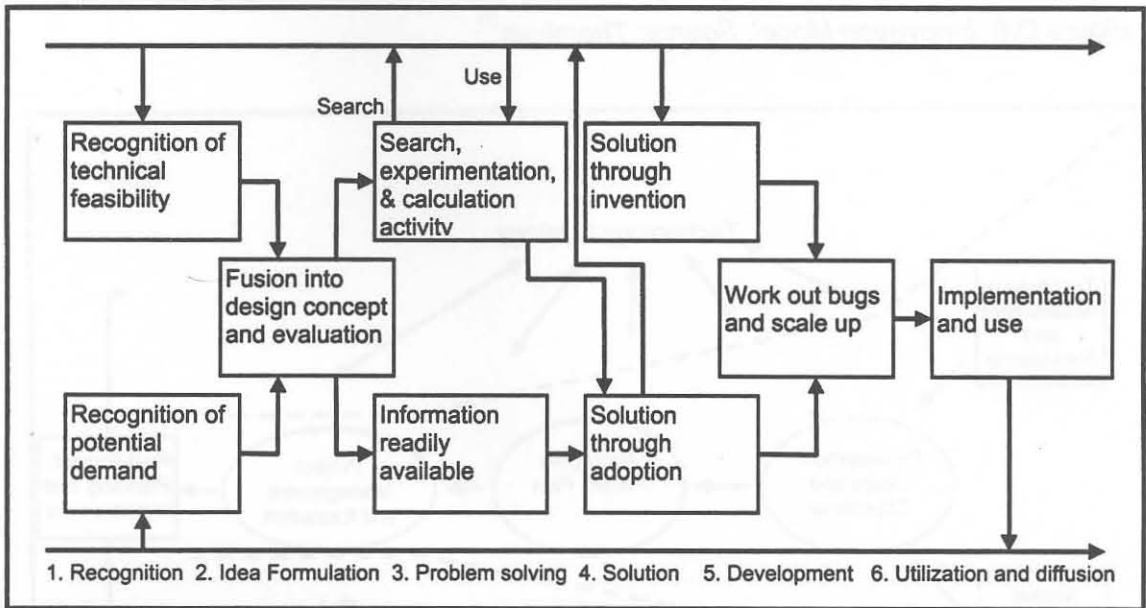


Figure D.4: Innovation Model, Source: Marquis¹⁹

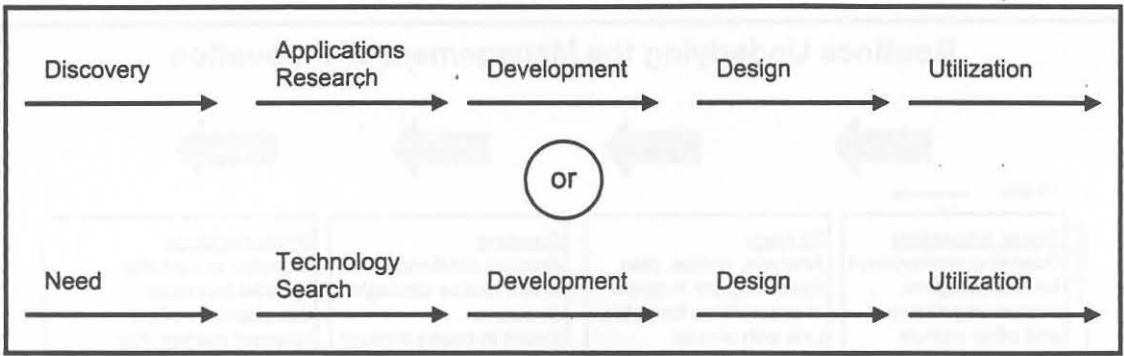


Figure D.5: Innovation Model, Source: Katz²⁰

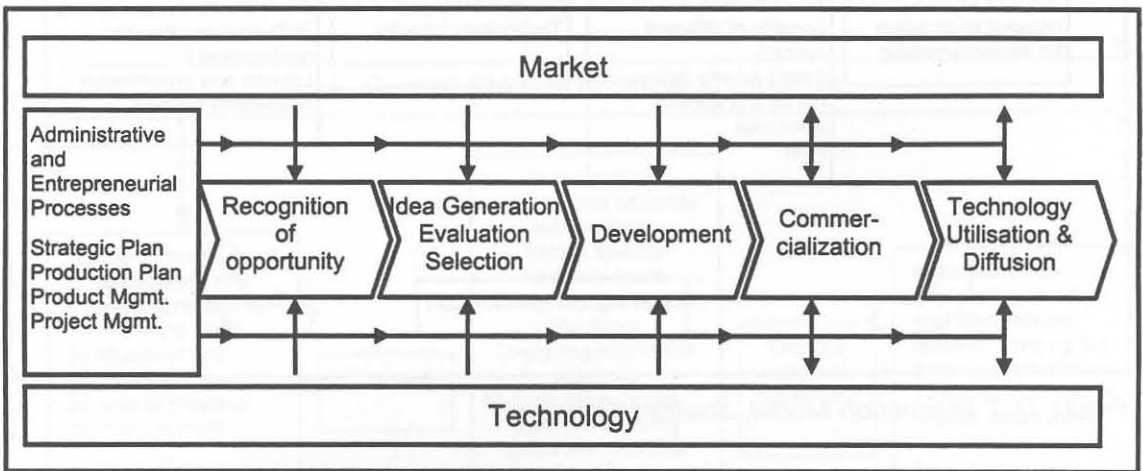


Figure D.6: Innovation Model, Source: Thamhain²¹

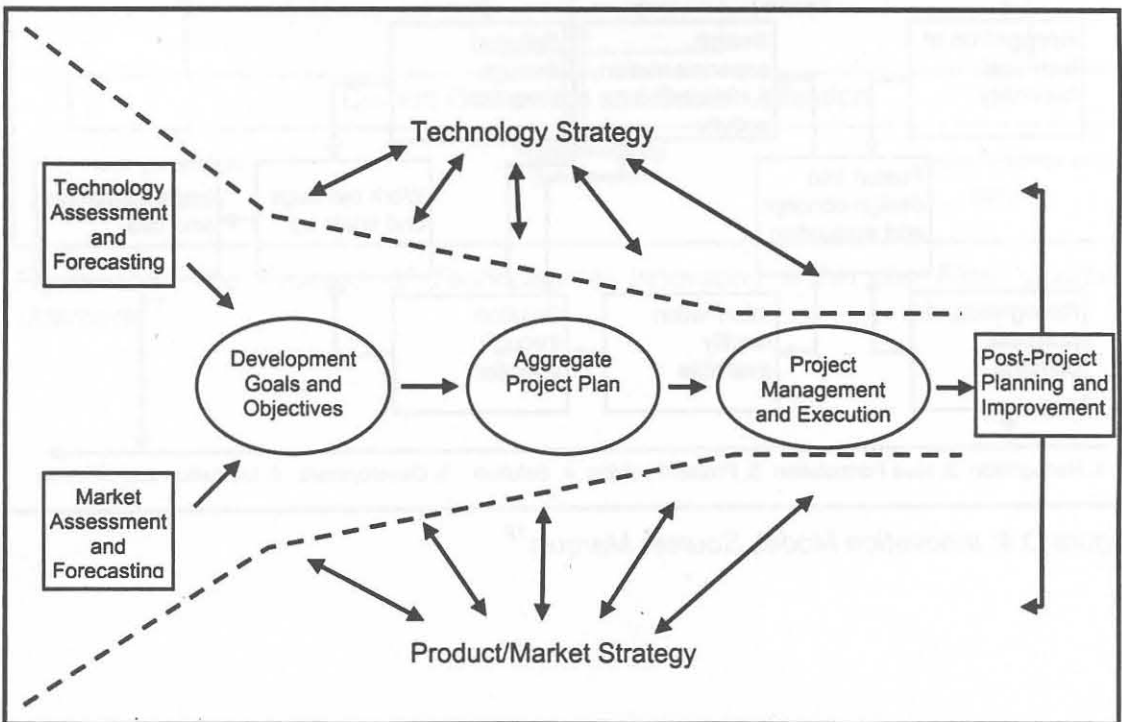


Figure D.7: Project Funnel, Source: Wheelwright and Clark²²