

## INNOVATION – Marketing Management Implications

There are three basic types of innovation:

### Continuous Innovation.

These are simply new models with no learning curve for consumers. For example, the latest model toaster, electric knife or blender... are simply continuous innovations.

### Dynamically Continuous Innovation.



These are where two concepts or more learning curves are combined, so consumers can easily understand the product. For example, the disposable lighter which takes the concept of a lighter with the concept of matches to provide the combined benefits of both.

A recent dynamically continuous innovation is a Dutch space-saving idea in a housing project... They joined a sink and toilet at the hip (left) and stumbled upon a simple design that could save thousands of gallons of water. Not bad when you consider that, by the year 2020, two thirds of the world's people will live in a water-starved areas.

### Discontinuous Innovation.

A Discontinuous Innovation is one that that requires new experience, understanding and learning to be able to be used properly. The classic example is the microwave oven, which took 20 years to move through the innovator stage of its life cycle into early adopter stage.