



# Strategic advantage through innovation

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**Joe Tidd and John Bessant**

<http://www.innovation-portal.info/>

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Think about your organisation - or one with which you are familiar - and then, using the table below, try and list the ways in which it does (or doesn't) use innovation to get and stay ahead of competitors. Where possible can you give examples? How far might you extend your use of innovation to obtain strategic advantage?

Ways in which strategic advantage can come from innovation

<i><b>Mechanism</b></i>	<i><b>Strategic advantage</b></i>	<i><b>Does your organisation do this? Could it?</b></i>	<i><b>Examples</b></i>
<i><b>Novelty in product or service</b></i>	Offering something no-one else can		
<i><b>Novelty in process</b></i>	Offering it in ways others can't match - faster, lower cost, more customised, etc.		
<i><b>Complexity</b></i>	Offering something which others find it difficult to master		
<i><b>Legal protection of intellectual property</b></i>	Offering something which others cannot do unless they pay you a licence or other fee		
<i><b>Add /extend competitive factors</b></i>	Move basis of competition - e.g. from price of product to price and quality, or price, quality, choice, etc.		

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***Timing***

First-mover advantage - being first can be worth significant market share in new product fields

Fast follower advantage - sometimes being first means you encounter many unexpected teething problems, and it makes better sense to watch someone else make the early mistakes and move fast into a follow-up product

***Robust design***

Offering something which provides the platform on which other variations and generations can be built

***Rewriting the rules***

Offering something which represents a completely new product or process concept - a different way of doing things - and makes the old ones redundant

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***Reconfiguring  
the parts***

Rethinking the way in which bits of the system work together - e.g. building more effective networks, outsourcing and co-ordination a virtual company, etc.

***Others ?????***

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