



# Sources of innovation

---

---

**JOHN BESSANT**  
Managing Innovation

---

# Sources of innovation

Where do innovations come from? Use the chapter in the book on 'Sources of innovation' to give you some ideas. Try and generate a list to populate the table below with examples.

<b>Source of innovation</b>	<b>Examples</b>
<b>R&amp;D laboratories</b>	<b>New drugs in pharmaceutical industry</b>
<b>Market research</b>	<b>New or improved - for example, product innovations in washing powder</b>
<b>?????</b>	<b>?????</b>