

Book Reviews

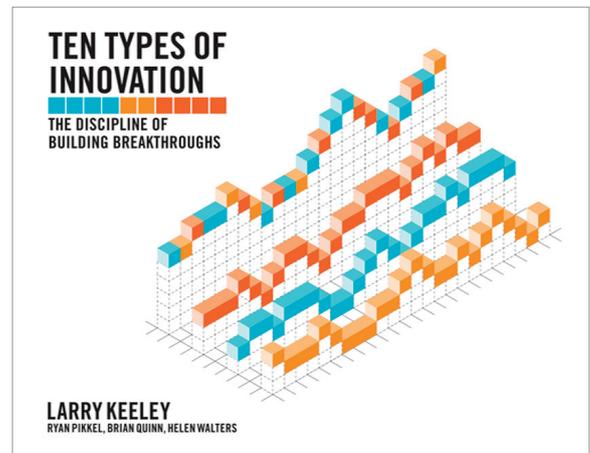
Ten Types of Innovation: The Discipline of Building Breakthroughs

Keeley, L., Pikkell, R., Quinn, B., & Walters, H. (2013)
New Jersey, USA: John Wiley & Sons
276 pp.

The attempt to bring innovation into practice is the key to sustainable growth of organizations. For decades, innovation strives to challenge outdated solution and design new ventures that can adapt to the new realities. Many models have been proposed yet some are too difficult to follow and barely survived through resistance. After a long gestation period, Larry Keeley, a world famous innovation consultant, and his colleagues have successfully simplified their practice and research into **The Ten Type of Innovation**. Unlike others, the author uses the storytelling method to expose the industry patterns that happen in the three decades of research. The ten distinct types of innovation will help to lay the comprehensive outline for the entrepreneurs to develop their own innovation culture within organization.

The Ten Types of Innovation is divided into six parts preparing readers to explore patterns of innovation, find their own outset and develop their own framework. The first three parts cover the innovation theory and the ten types of framework. The next three parts are mainly focused on how to apply the ten types and implement them in organizations.

Part 1 focuses on how a new science changes the industry and how the modern practice of



innovation emerges among the myth of market. In this part, the author aims to ground the systematic thinking for us in order to innovate by identifying the problems that matter and solving them logically. They then introduce the elements for innovation and the framework that forms the heart of this book. *Part 2* is about the ten types of framework structured into three categories: configuration, offering and experience. The configuration consists of the first four types of innovation which are the profit model, network, structure and process. These elements focus on the innermost working of an enterprise business system. Whereas the offering consists of product performance and product system which focus on the core product or service of the business. Finally, the experience consists of the remaining four areas including service, channel, brand, and

customer engagement. This category focuses on the onstage of an enterprise business system. *Part 3* continues on the cases. Successful innovation businesses are introduced throughout the book, including Google, McDonald, Starbuck, Amazon and many more. The author uses these cases in order to illustrate how to use the framework as a way to identify opportunities and construct innovations. For instance, LEGO Group partnered with major motion picture companies to create franchise iconic character's toy sets. McDonald was developed as a system that franchisees and suppliers were partners to invent a convenient food system.

Part 4 is an exercise section using the ten types as diagnostic tool to spot opportunities for changes. This part dedicates on how to shifting focus in order to understand the cultural changes that shape industry and provide insight to compete. *Part 5* is a catalogue that features techniques to construct innovations. Finally, *Part 6* is concerned with installing and fostering innovation inside organization. It tells how team players are more important than organization culture in innovation success.

The Ten Type of Innovation is the first book that illustrates how to wire innovation into practice. By breaking down the innovation elements necessary to shift the organization, the author encourages startups and companies to question their current organization process, work in team, further analyze their industry ecosystem, and challenge new territory. Even though we can find this book shares similarities with the famous **Business Model Generation** by Alexander Osterwalder and Yves Pigneur in terms of graphic representation and topic, the contribution of these books are essentially different. While the **Business Model Generation** aims be a creator, **The Ten Types of Innovation** strikes to be an implementer. This action-oriented framework offers a comprehensive guide to construct the breakthrough that will help the readers make a real impact on their industry and transform organization in today's dynamic world with their own innovation revolution.

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