Hier war noch der folgendeText: Doblin, a global innovation firm and a member of Deloitte Touche Tohmatsu Ltd., has introduced Ten Types of Innovation and divides these into 3 main sections: Configuration, Offering and Experience.

The configuration consists of 4 components with corresponding questions: Profit Model – how you make money. This helps a company to question its current approach to how it generates revenue. Network – how you connect with others to make money. Structure – how you organize and align your talentand assets.

Process – how you use signature and or superior methods to do your work. Offering is made up of Product Performance – how you develop distinguishing features and functionality in your product. Product System – how you develop complementary products and services Finally Experience is about Service – how you support and amplify the value of your offerings; Channel – how you deliver your offerings to customers and users; Brand – how you represent your offerings and business. And finally Customer Engagement – how you foster compelling interactions. The importance of innovation in the automotive sector cannot be overstated. The above criteria provides a robust structure to systematic innovation.