

## **Approach to innovation**

People tend to think that any new technology or device is an act of genius; something that has required vision and insight to create and then develop into a marketable product. The fact is that innovations were often already 'out there' in the public domain in some form or another. They tend to evolve from notions that have been around for years but that had not, until that point, been suitably adapted. One expert calls this the 'long nose' approach to innovation, whereby new concepts come into the world slowly, gradually revealing all they have to offer.

### Question 1

*Read the text and answer the question by selecting the correct response.*

*Choose the correct letter, **A**, **B**, **C** or **D**.*

*Write the correct letter in box 1 on your answer sheet.*

1. What is the writer's main point about innovation?
- A Many new products fail to interest consumers.
  - B New products are not always based on new ideas.
  - C Creators of new products require a unique set of skills
  - D New products are easy to distinguish from old ones.

**Solution:**

1. B