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Eine Typologie (gescheiterter) Innovationen





Definition

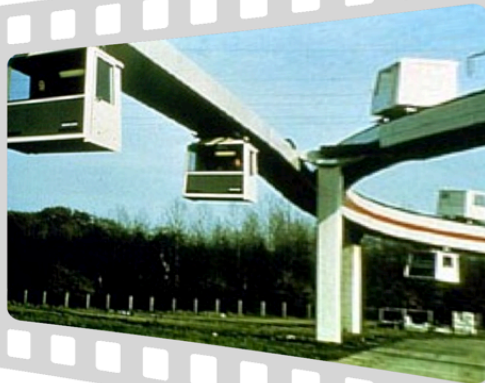
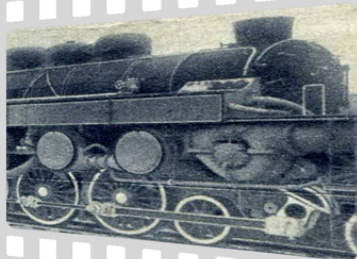
Innovation

»Erstmalige
wirtschaftliche Verwertung
einer neuen Problemlösung«

erfolgreiche Innovation

»Durch Verwertung können
(mindestens) die Entwicklungs-
bzw. Innovationskosten wieder
erwirtschaftet werden«





EVIGHETSMASKINEN.





1879.

[December 12, 1879]

PUNCH'S ALMANACK FOR 1879.

[December 5, 1878]

the plate and lock up the piano while the house
is being cleaned; or else, the carpets being up, a
hall to get the room to be given in our absence.

WHY FOR THE WISE.

Why do honest friends entreat you to "drop in
on them at any time," when they know you know
you will find that if you were to do so you would
find them not at home to you.

Why do men not see honest
to heart as an "As France"
do they somehow feel com-
plained to remark on their
thanks for "such a very
pleasant evening"?

Why when ladies want
to sing, will they persist in
singing that they have a
beautiful soul, and really
cannot get a note out?

Why cannot ladies be
content with the applause
of their own conviction,
and the drabs, and not give
their part to gain the
prowess of the gallery?

Why do honest women
always breathe upon your
nose, particularly dead? if
it happens to be a tall one?

Why when a man has a
thing or a liver-worm does
he insist on saying that
there part will do for him?

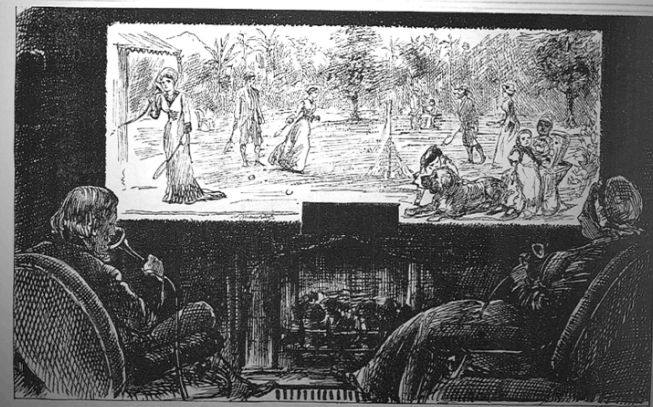
Why, if a friend was
a five-pound note at hand,
do you not have him make
sure to substitute his gain at
least a seven shillings?

Why do critics christen
"pensive women," when
they know full well the
reason, and can always
paraphrase?

Why cannot a hair-dresser
know that operation
without binding that your
hair will not be better
with the cutting?

Why do friends converse
with you every word, and
yet not say when you are
in conversation that you
are not the best company?

Why do doctors come
to see a few words of
the subject, when they
only come to see for their
own good?



EDISON'S TELEPHOSCOPE TRANSMITS LIGHT AS WELL AS SOUND.

(Every evening, before going to bed, Peter and Maud-familiar sit up in their comfortable chairs over their bedroom window-pane, and gladden their eyes with the sight of their children at the
Edison's, and converse gayly with them through the wires.)
Peter-familiar (to Maud-familiar) "BATHING, JOHN CLOSE, I WANT TO WEATHER."
Maud-familiar "WHO'S THAT CHASING YOUR LADY PLATTER ON CHARLIE'S WHEEL?"
Peter-familiar "YES, PAPA DEAR."
Maud-familiar "DAD'S YOUR OWN OVER FROM ENGLAND, PAPA. I'LL INTRODUCE YOU TO HER AS BOSS AT THE GAME'S OTHER!"

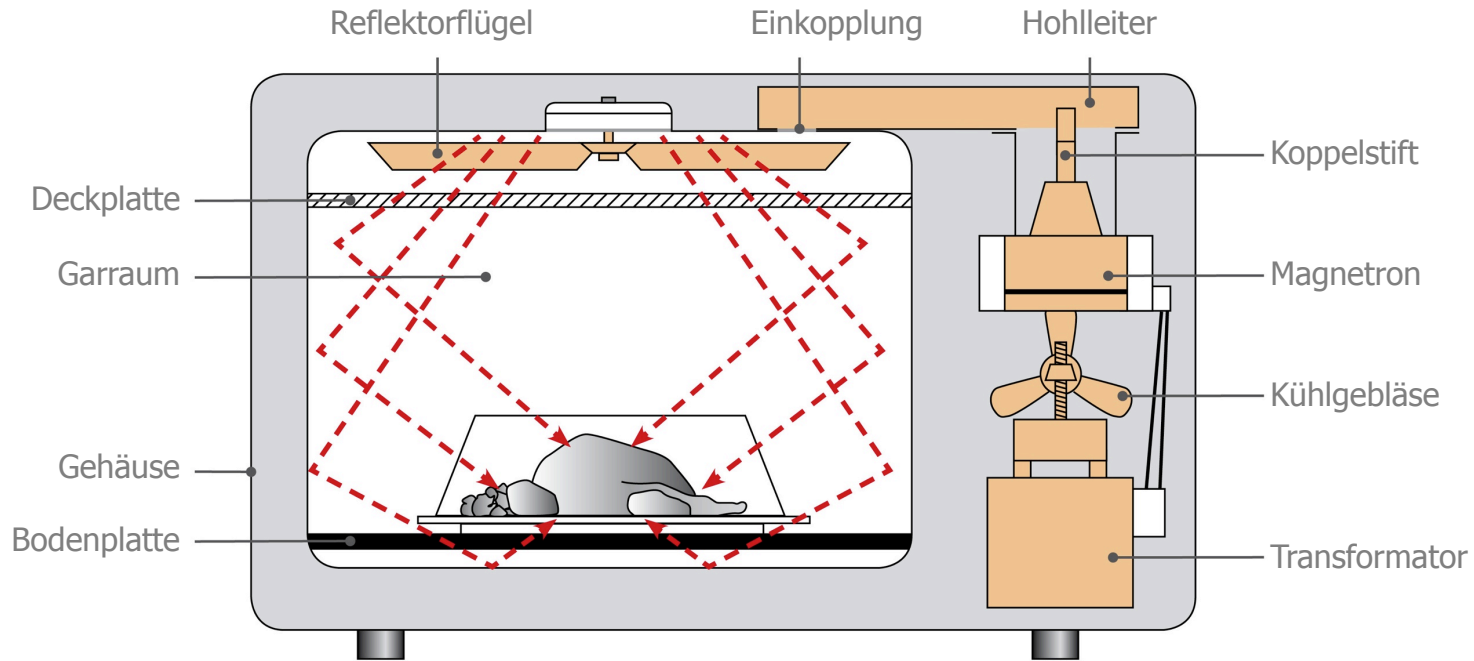


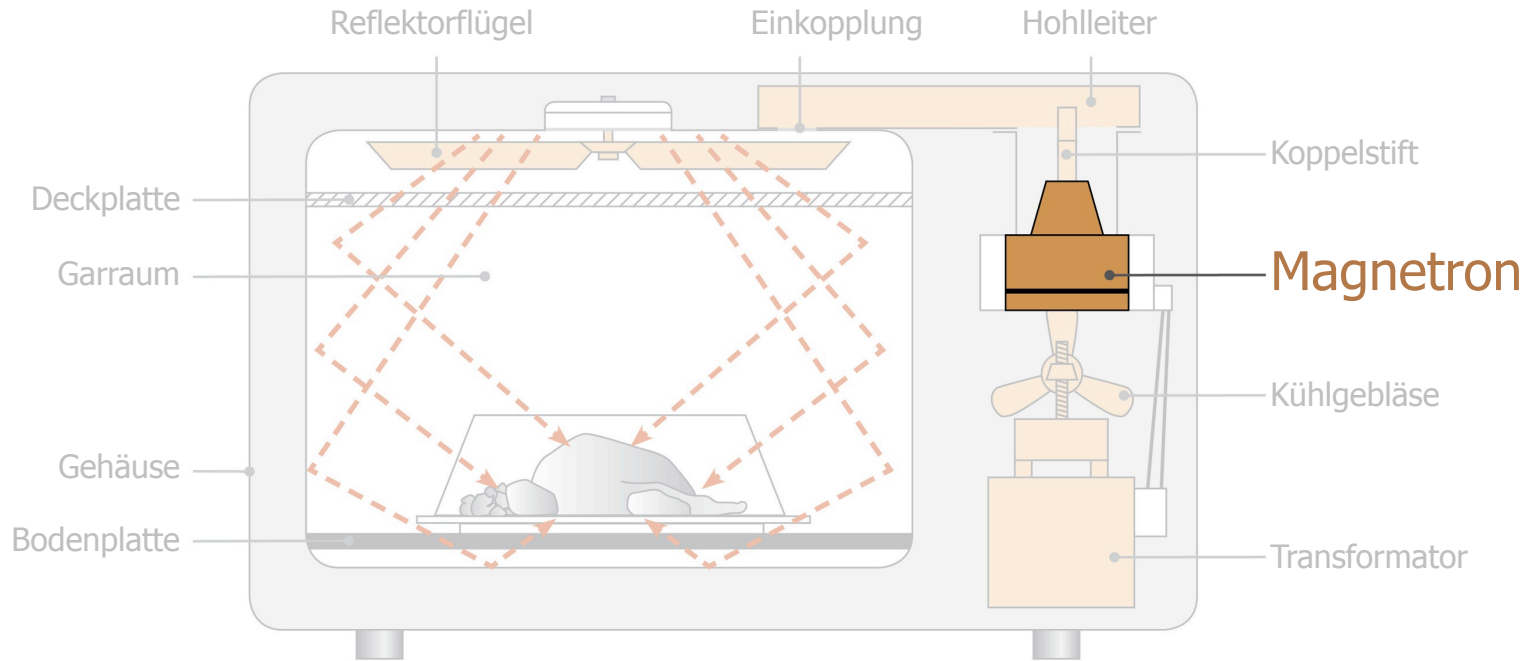
















“Behind every successful woman, is her microwave.”

Thanks
Lean
Cuisine

...with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...
... with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...
... with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...

HUNGRY-MAN
All Day Breakfast

... with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...
... with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...

VESTA

... with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...
... with Clark Gable and his... it's not the best of you have got a...
... something a bit different. A...

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Typologie innovatorischen Scheiterns

Innovationsversuche scheitern ...

①

... an technischen
Problemen

②

... aufgrund der
spezifischen
Konkurrenzsituation

③

... aufgrund einer
Fehleinschätzung der
potentiellen Nutzer

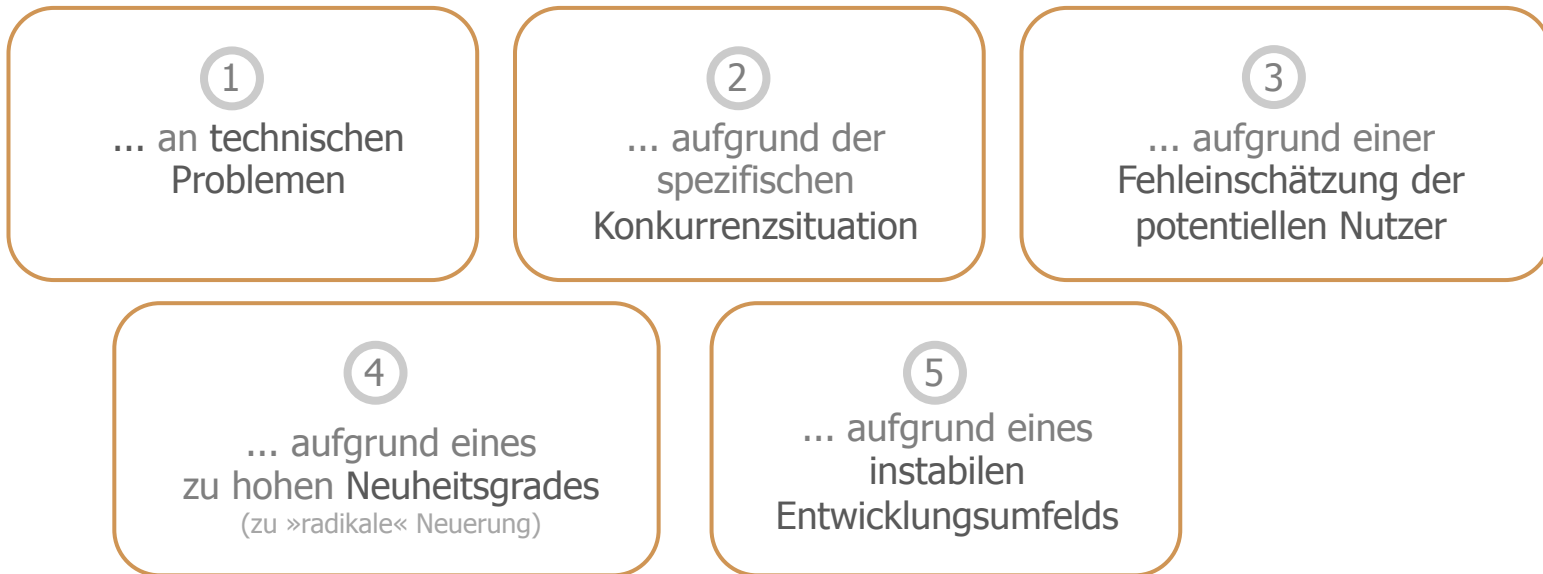
④

... aufgrund eines
zu hohen Neuheitsgrades
(zu »radikale« Neuerung)



Typologie innovatorischen Scheiterns

Innovationsversuche scheitern ...



← typisierungsübergreifend relevant: **timing** →



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