

Technology Innovation 2

Management of Technology

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Technology Innovator's Solution



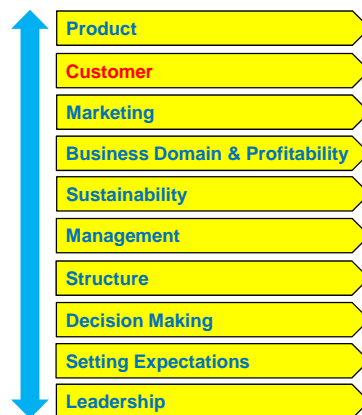
- Do not focus on a better product than that of competitors!
- But focus on a potential product even with worse functions!



02. Technology Innovator's Solution

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Technology Innovator's Solution



- Do not focus on only customers with high-profit!
- But focus on potential customers even with low consumption!



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- Do not focus on only demographic analysis!
- But focus on problems and environments of customers!



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- Do not focus on only old CSF!
- But focus on sources of value-creation in the future!



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- Avoid commoditization!
- Make continuous profits from a necessary domain of value chain!



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- Appropriate experience is needed rather than excellence!



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- Do not depend on external supports!
- Instead, use internal destructive innovations!



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- Focus on discovery in dealing with crises!



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- Do not endure a certain level of loss!
- A best method for growth is to make profits.



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- Do not be obsessed with old success!
- Consider new environments!

