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English Version

Innovation management - Part 3: Innovation thinking

Management de l'innovation - Partie 3 : Réflexion axée sur
l'innovation

Innovationsmanagement - Teil 3: Innovatives Denken

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EUROPEAN COMMITTEE FOR STANDARDIZATION
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CEN-CENELEC Management Centre: Avenue Marnix 17, B-1000 Brussels

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Foreword

This document (CEN/TS 16555-3:2014) has been prepared by Technical Committee CEN/TC 389 “Innovation Management”, the secretariat of which is held by AENOR.

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The CEN/TS 16555 series consists of the following parts with the general title *Innovation management*:

- *Part 1: Innovation Management System;*
- *Part 2: Strategic intelligence management;*
- *Part 3: Innovation thinking;*
- *Part 4: Intellectual property management;*
- *Part 5: Collaboration management;*
- *Part 6: Creativity management;*
- *Part 7: Innovation management assessment.*

Part 7 is in preparation.

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Introduction

Innovation thinking is a structured approach whereby information, insights and experiences are sought out and employed for the purpose of maximizing opportunities and solving problems which deliver desirable outcomes to the marketplace. This approach can complement other methods used in innovation.

It is a context sensitive approach that develops an evolving knowledge base, which is then used to elicit and sustain change that should have effective and enduring economic, social and/or ecological value according to organizational purpose.

Those who adopt innovation thinking as part of their working dynamic should develop adaptive advantages that will help them become more agile in the marketplace and create more value for their external and internal stakeholders. Case studies are included in Annex A.