

Invention

Adapt at Innovation

3rd Order

New to the World

Creating something original, not found anywhere else

Inspiration

Adapt the Innovation

2nd Order

New to the Industry

Translating concepts from other industries to own industry

Imitation

Adapt the Innovation

1st Order

New to the Company

Copying others in the industry locally or in other countries

Other

INDUSTRY

Current

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Current

Other

GEOGRAPHY