

Internal or  
External  
market

New to the World;  
a Market; Company;  
Department

i.e. a Product;  
a Service;  
Process;  
Biz. Model

ment of new  
New to the Market  
Sustaining  
Innovation  
Successfully Bringing  
Selling

Can be Revenue; Profit;  
Market Share;  
Customer satisfaction;  
Less Costs

By Marketing;  
Sales; R&D;  
Production;  
Alliances