*Table 1: OECD's innovation typology*

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| Product innovation | Process innovation | Marketing innovation | Organisational innovation |
| A good or service that is significantly improved. | A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software. | A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing | A new organisational method in business practices, workplace organisation or external relations |

Source: OECD & Eurostat, 2005: 30 & 49-53