

Idea 7: Business of innovating through research

One company that bases its success on new product research is 3M. For example, the success of what we all now know as duct tape comes from this company's experiments. This product had no practical application at first. However, later it occurred as a temporary glue of objects.

The lesson is that developing new innovative business ideas, products or services generates nothing but an investment.

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1º BACH D

