

# DISRUPTING INNOVATION

*Through Collaborative Competitions*

Extreme Breakthroughs  
Solving Any Challenge  
Faster Better Smarter

SIGVALD J. HARRYSON

and

JOHAN S. ROOS



## CONTENTS

Prologue .....	1
----------------	---

### Part I THE COLLABORATIVE COMPETITION APPROACH TO INNOVATION

Chapter 1 The Usual Approaches to Innovation Management .....	15
Chapter 2 The New Approach: Collaborative Competitions .....	45
Chapter 3 Initiating a Collaborative Competition .....	83
Chapter 4 The 5 Solution-Finding Modules of the Collaborative Competition ....	107

### Part II CASE STUDIES

Chapter 5 Philips – Discovering How to Replace a Costly Rare-Earth Mineral in PET Scanners .....	133
Chapter 6 AkzoNobel – Creating a Non-Volatile Organic Compound Paint .....	145
Chapter 7 InnoVentum – Combining Smart and Beautiful Design for Extreme Efficiency .....	171
Chapter 8 Herenco – The 5050 Challenge .....	189
Chapter 9 Six Vignette Cases .....	199
Epilogue Our Future Depends on Breakthroughs .....	241
End Notes .....	247
Acknowledgments .....	249
About the Authors .....	250

---