



The pace of imitation is increasing as fast as, if not faster than, the pace of innovation.

Imitation is not only as critical as innovation to business survival and prosperity but also is vital to the effective exercise of innovation itself.

Imitation is copying, replication, or repetition of an innovation or a pioneering entry.

Imitation should be a part of any overarching strategy.

Imitation is not only consistent with innovation but also, if done right, is the enabler of innovation.

Imovation is the fusion of imitation and innovation to create a competitive advantage. Imovators understand that imitation is supportive of innovation.

Imovators make a conscious decision about when to innovate and when to seek parity.

Imitation should not be an embarrassing nuisance residing at the margins of life; rather, it should be brought to center stage strategically and operationally.

Business scholarship has lagged behind, clinging to a view of imitation as a naive pursuit unlikely to yield sustainable success. Nothing could be further from the truth.

Imitation capabilities include: readiness, referencing, searching/spotting, sorting, contextualizing, and deep diving.

The imitation process should be systematic and yet eclectic and creative.

Imitation can be as viable a strategy as innovation.

Ten rules of innovation: don't reinvent the wheel, put the buzz in imitation, ape the competition, don't round up the usual suspects, put things in context, match the pieces, remember that timing is not everything, build a more valuable mousetrap, play offense and defense, innovate/imitate/innovate.