

## **DIFFERENCES IN INTEGRATING INNOVATIONS**

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### **ABSTRACT**

This research aims to examine the integration of three types of innovation in Yahoo! and Google. Through coding and analyzing over two thousands documents, the two companies' innovation efforts over their entire development history were examined. It finds that the two giants all actively pursue the synergy of product innovation, process innovation, and business innovation. Recognition of the tripartite offers clues for understanding the best practices of innovation. At the same time it challenges traditional concepts on innovation such as the dichotomy structure and four-stage innovation life cycle.