

Innovation

Business



Innovation A technology driven company is an organization whose main objective is to come up with better technology (Daring, Oakey, &Kauser, 2005). This is what attracts customers to these organizations, furthermore an example of a technology driven organization is Esri international and Apple. A market driven company ensures that it is able to get market for their products by focusing on the market and customers. For example, Cisco is a market driven company. The company's every decision is based on its customers, and it always tries to ensure that the customers benefit from their products and strategies.

The main difference between technology driven and innovative driven companies is that technology driven companies use new and faster technology to operate their organizations. On the other hand, innovative, driven organizations come up with newly innovated products to attract customers. For instance, banks using automated teller to serve their customers is a technology driven move. On the other hand, companies like Apple strive to come up with new and better innovation so that they can offer their customers better products. Additionally, the other difference between organizations that are technology driven and innovative driven is that technology driven organization tries to come up with better means to serve their customers (Daft, &Marcic, 2004). This does not mean they keep changing their products, but they insist on using technology that enables them to be faster and efficient. Therefore, innovative companies' main objective is to come up with better products for their customers. They always come up with better products, and that is how they attract consumers. Moreover, innovative driven organizations are normally organizations that deal with customers indirectly since most of the time they are

manufacturers.

References

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