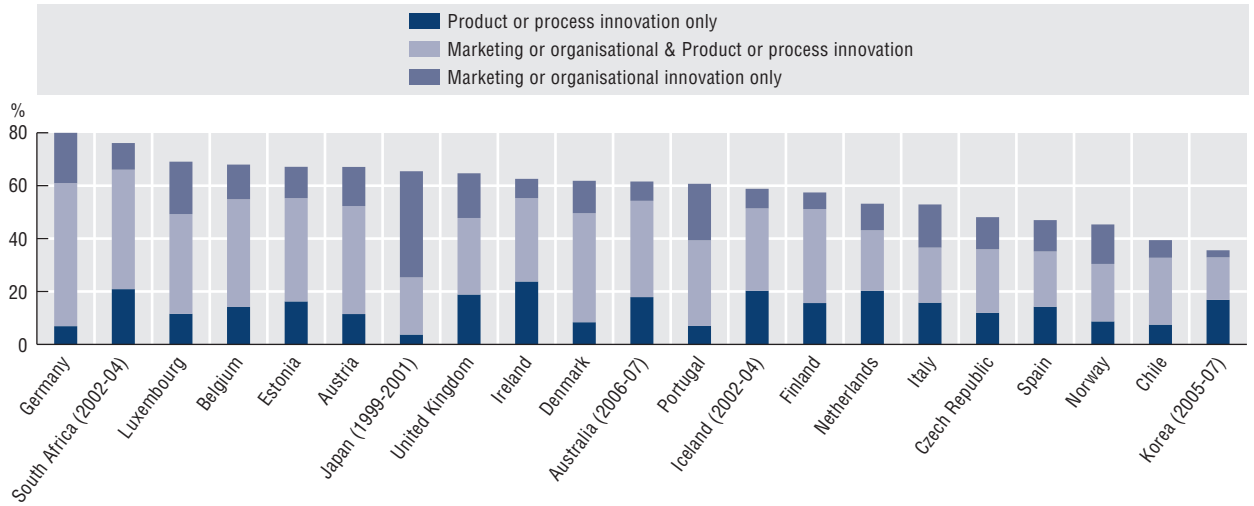


**INSIDE FIRMS: MIXED MODES OF INNOVATION**

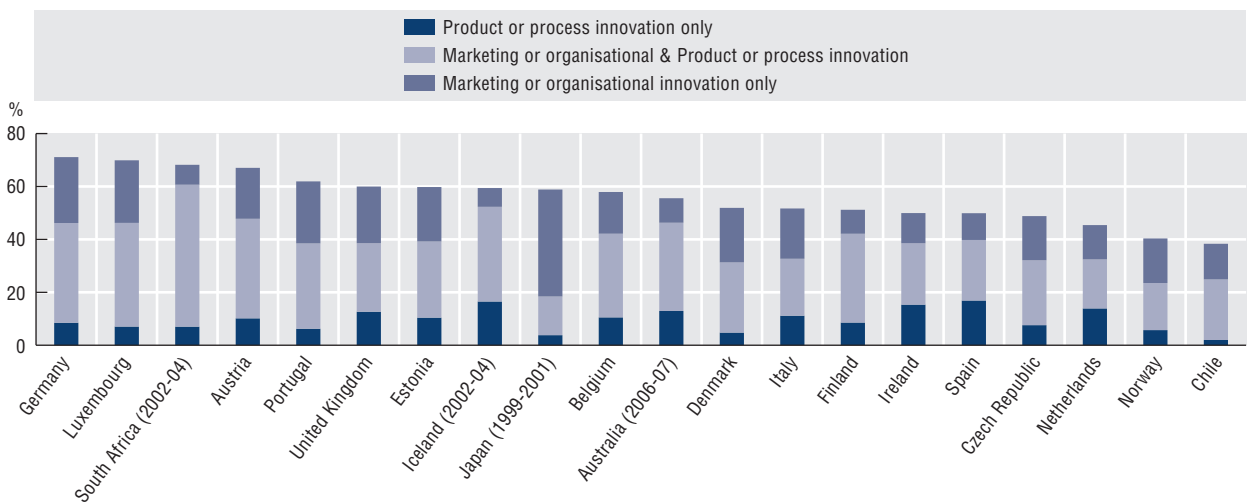
Firm-level innovation data reveal complementary strategies. Terms such as “technological” or “non-technological” innovation are simplifications and to some extent misleading. Most innovative firms introduce both product and process innovations, as well as marketing or organisational innovations. This is true for firms in both manufacturing and services. There are, of course, differences by sector or firm size. For instance, a larger share of firms in services than in manufacturing introduce only marketing or organisational innovation.

**Complementary innovation strategies in manufacturing, 2004-06**  
As a percentage of all manufacturing firms



Source: OECD, Innovation microdata project based on CIS-2006, June 2009 and national data sources. See chapter notes.  
StatLink <http://dx.doi.org/10.1787/834713118114>

**Complementary innovation strategies in services, 2004-06**  
As a percentage of all services firms



Source: OECD, Innovation microdata project based on CIS-2006, June 2009 and national data sources. See chapter notes.  
StatLink <http://dx.doi.org/10.1787/834827023338>