**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 2: ACTIVITY 1**

## **The 4 Ps of innovation**

From your research, list examples of each of the 4 Ps. Explain why you have chosen these for each category. Remember to reference your research

|  |  |  |  |
| --- | --- | --- | --- |
|  | **P** | **Examples** | **Explanation** |
| **1** |  |  |  |
| **2** |  |  |  |
| **3** |  |  |  |
| **4** |  |  |  |

**Bibliography**