



tasks

- 9 a Research the following 3M brands and identify the innovation involved.

| Brand | Innovation |
|-------------------------------|------------|
| Command Strips | |
| Post-it Notes | |
| Scotch Tapes | |
| Scotch-Brite scourers | |
| Scotchgard | |
| Nexcare bandages/ plasters | |

- b Which of the above products has a sustainability feature? That is, is recyclable, reusable, or longer lasting than competitors' products?

- c Visit the 3M USA website, www.3m.com, for evidence of innovation. Visit the Newsroom for stories. Identify and describe a key innovation that the company has announced in the past 12 months.

d What does the website say about the role of innovation as a feature for the success and sustainability of the company? Explain with reference to an example.

e Trivial question: What does 3M stand for? (Clue: it's a short version of the full name of the company.)

10 In 2015, Microsoft released Windows 10. Visit the company website, www.microsoft.com, and answer the following questions.

a Why is there no Windows 9?

b How was Windows 10 developed differently than all previous versions of Microsoft? (Hint: Windows Insider.)

c Describe three features of Windows 10 that you would classify as innovative and why.

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d Windows 10 was released as a free upgrade for Windows 7 and 8 users. What was the 'normal' method of upgrading the operating system? Is this innovative, and if so by what method as per the diagram on page 8?
