

## **Breakthrough Innovation Thinking Technology of a Conglomerate for Next Generation Plan**

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**Abstract :** The purpose of this study is to suggest the Value Innovation type Breakthrough Innovation which is a Big Thinking Process that realizes a creative idea for the next generation innovation Master Plan of a company. The BI based on the PVI methodology is believed to contribute to the launching of a new business, the acquisition of new markets, and the development of an innovative management process.

**Keywords :** value, innovation, breakthrough innovation, Korean firm

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