

Comparison Chart

BASIS FOR COMPARISON	CREATIVITY	INNOVATION
Meaning	Creativity is a act of creating new ideas, imaginations and possibilities.	Innovation is the introduction of something new and effective into the market.
Process	Imaginative	Productive
Quantifiable	No	Yes
Related to	Thinking something new	Introducing something new
Money Consumption	No	Yes
Risk	No	Yes

INNOVATION VERSUS CREATIVITY

INNOVATION

Innovation is the introduction of new or improved goods, services, processes, etc.

Related to implementation

Can be measured

Follows creativity

CREATIVITY

Creativity is the use of imagination or original ideas to create something

Related to imagination

Cannot be measured

Precedes innovation

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