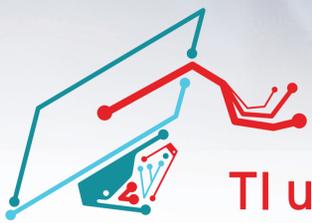
A large, semi-transparent portrait of Theodore Levitt, a man with a mustache, wearing a suit and tie, is the central focus. In the background, a smaller, faded version of the same portrait is visible, set against a chalkboard with some faint writing. The background is a solid blue color with some abstract white lines and patterns.

“Creativity is
thinking up
new things.
Innovation is
doing new things.”
Theodore Levitt

Innovation



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