Not invented here
BINGO

Yes, but…	Has been tried before	Our customers won't accept it	We are too small for that	We are not Apple
We left that business years ago	We can invent it ourselves	We are the market leader	That's only a start-up	It already exists
Let's develop it ourselves	The new guy doesn't know the rules yet		We have our own R&D department	This won't survive in our sector
It's against the rules	Impossible to make money with that	We are not in that business	It is not designed for that	That's too simple
The boss won't like it	The market is not ready for this	Since when did you become an expert at…	Not for our department	Open innovation is a hype

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