

Diffusions of Innovation

Everett Rogers



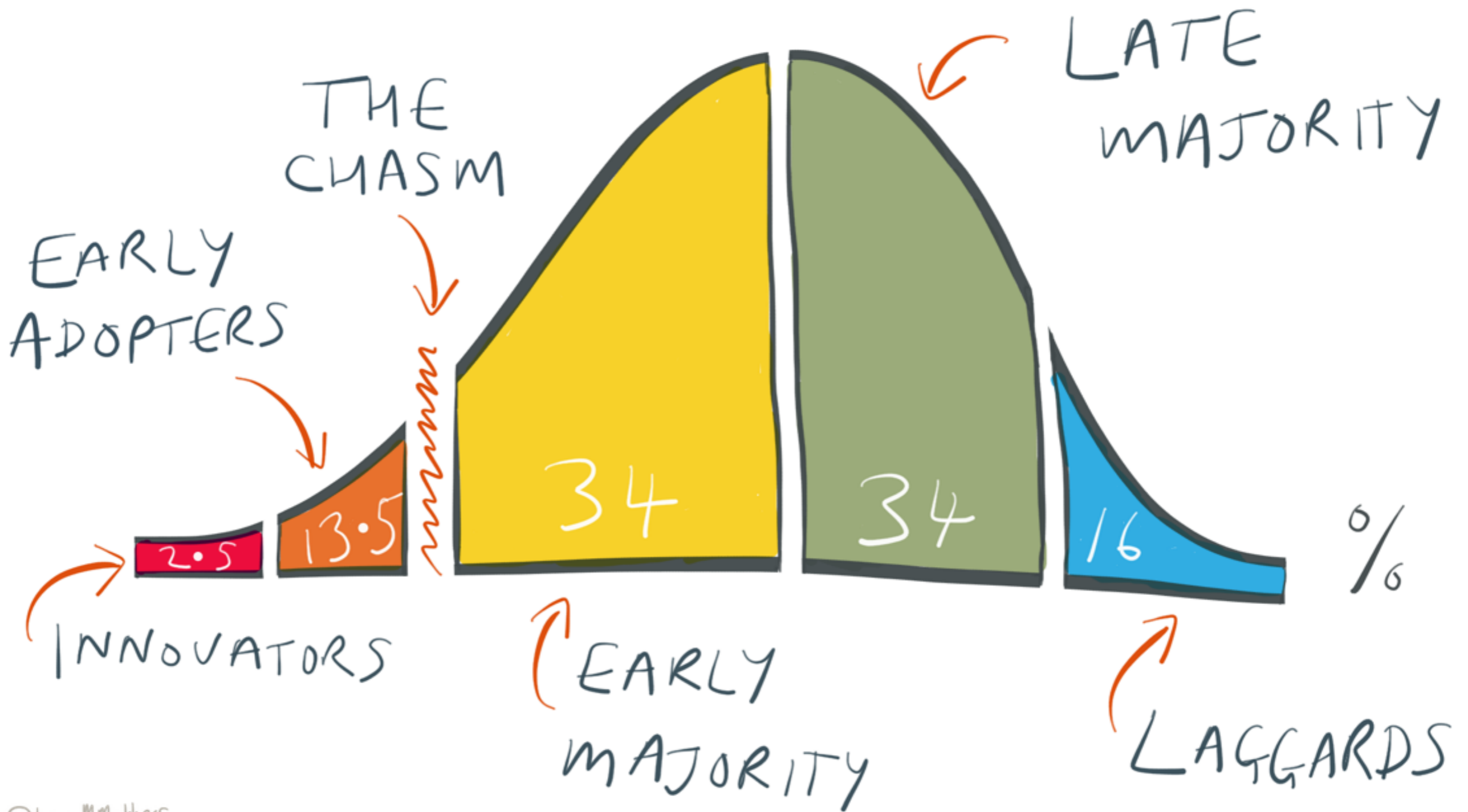
DIFFUSION OF INNOVATIONS

FIFTH EDITION



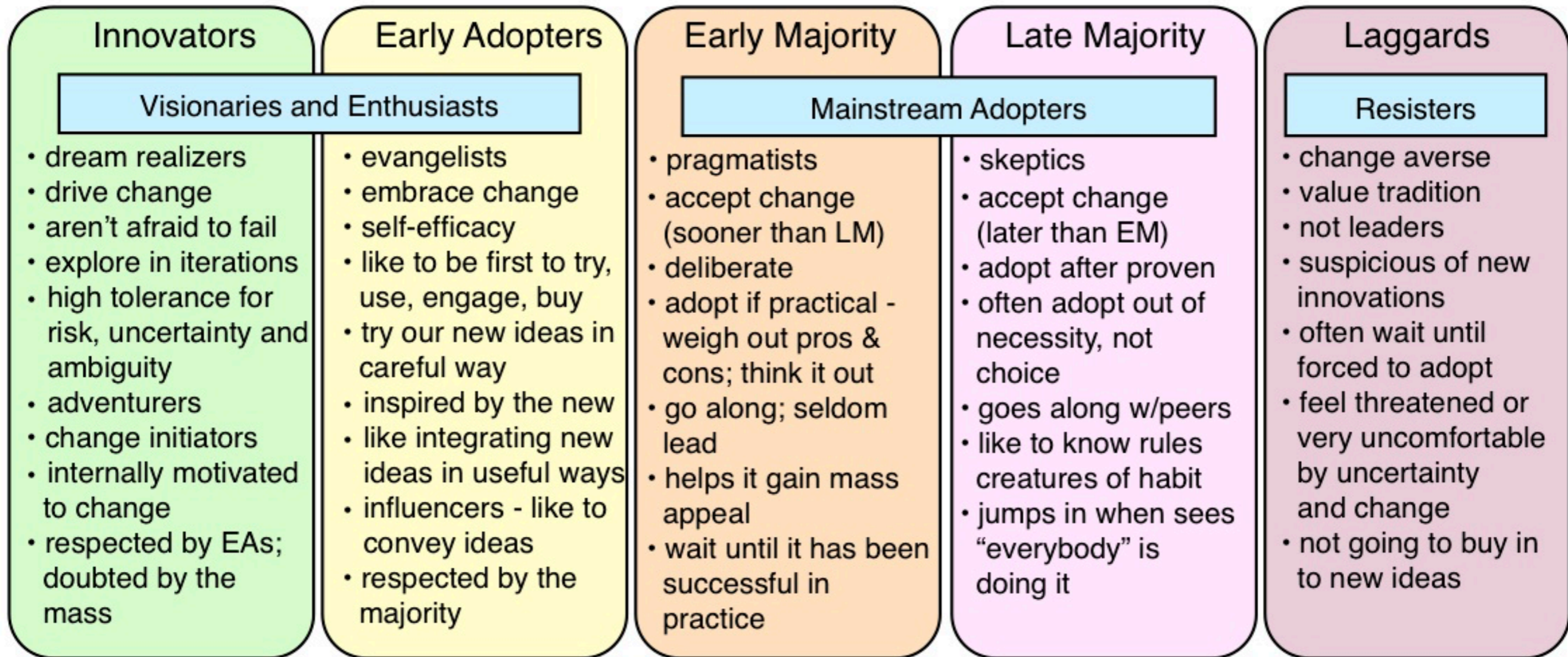
EVERETT M. ROGERS

DIFFUSION OF INNOVATION



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Characteristics: Innovators to Laggards



Characteristics Image by The Center for Creative Emergence 2011
 Main Sources: Diffusion of Innovation by Everett Rogers
 Crossing the Chasm by Geoffrey Moore

Decision Innovation Process

