



This effect is known as Van Valen's "*Red Queen Hypothesis*" and it is the reason why we don't see your average company building its own generators from scratch to supply their own electricity. There exists a secondary impact of the Red Queen which is it limits one organisation (or in biology one organism) from taking over the entire environment in a runaway process. If for example, only Ford had ever introduced mass production with every other good being entirely hand-made then not only every car would be a Ford today but so would every TV, every Radio and every Computer. However, those practices spread and other industries adapted hence the advantage that Ford created was diminished.

*Climatic pattern: Past success breeds inertia*

The Red Queen might force organisations to adapt but this process is