Dunning–Kruger effect
Tendency for the inexperienced to overestimate their skill and the experienced to underestimate.

Courtesy bias
A tendency for individuals to avoid giving their true opinion to avoid causing offence to others e.g. to not forcibly challenge why we are doing something especially when it is considered a "pet project" of another.

Ambiguity bias
A tendency to avoid uncertainty where possible and / or to attempt to define uncertainty e.g. to specify the unknown.

Survivorship bias
Only examining the data which achieves some end state rather than that which doesn't. At the heart of mapping is a survivorship bias. The evolution curve (described in chapter 7) that is used as the basis of the x-axis of a map was built from data for components that had survived to become a commodity. It shows a path of "If a component evolves to a commodity then it will traverse through these stages". But what about the components that didn't survive? Unfortunately I was not able to distinguish another pattern to explain them other than to say they followed the path of evolution and died in one of the stages. Most visibly (because we can get access to data), components die in the custom built stage and I can only assume (because it's nigh on impossible to get data) that the most common stage of death is genesis