



But this is not just a project methodology issue, it applies to other fields. Purchasing requires a use of a VC (venture capital) based approach in genesis, switching to more outcome and COTS based approach during transition and then more unit based approaches during the industrialised domain. Hence any large system, whether a company or even a Government needs to use multiple purchasing methods as appropriate. Equally, genesis is more suited to in-house development whereas the industrialised can be safely outsourced. Even the approaches to budgeting are vastly different from investment accounting to product P&Ls to activity based cost control. Whether it's finance or IT or marketing, there is no single magic method.

*Climatic pattern: Efficiency enables innovation*

The story of evolution is complicated by the issue that components not