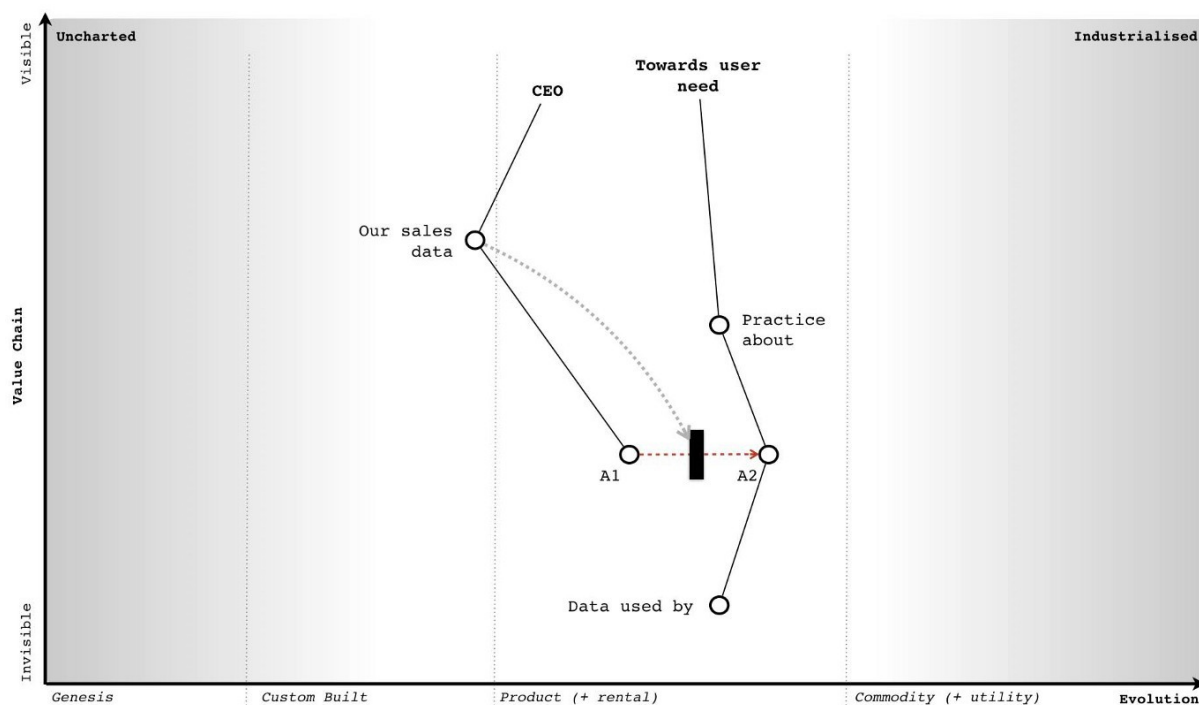


long as the practice remains equivalent then this is often mild. Changing a type of phone used within a company (i.e. from Blackberry to Android) is a far easier problem than introducing the concept of a mobile phone for the first time. The latter requires a fundamental shift in any established practices of communication, the former is simply a refinement. I've marked the main source of inertia onto our map in figure 191

Figure 191 — inertia to change



As the CEO of a company facing a potential substitution then my understanding of this change provides me with options. The most common of which is known as Charles Handy's 2nd Curve or in other words, the exploitation of an existing position in order to create a future position. This second curve works because substitution doesn't