

rarely smooth — the problem is past success. For example, let us take a component evolving from product to more of a utility and let us assume that you are a supplier of that product. As mentioned in the above section on worth, the transitional domain (i.e. the time of products) is associated with the highest profitability for an industry. Despite any pressure to adapt, you and your industry are likely to resist its industrialisation and your enjoyment of such wealth creation. You want to stay exactly where you are. This resistance to movement is known as inertia — see figure 26. Both consumers and suppliers exhibit various forms of inertia due to past success in either supplying or using a product.

Figure 26 — Past success breeds inertia

