hill" dominates our industry. It was a chicken and the egg moment (p.s. the answer is egg) and I had nothing to encourage someone to try.

The trouble with maps

I had to find some way of either showing the evolution scale had merit or disprove it and hence get on with my life. I thought this was going to be easy. I couldn't have been more wrong.

In his 1962 book on the Diffusion of Innovation, Everett Rogers explained a theory of how new technology spreads through cultures. These innovations are communicated over time through various social structures from early adopters to late adopters (or laggards) and are consequently either spread through adoption or rejected in a society. This spread is measured using adoption versus time through what are known as diffusion curves. As Rogers' noted, not all innovation spreads: even where an innovation has apparent usefulness, a number of factors can influence its adoption. In 1991, Geoffrey Moore refined these concepts and noted that there was a chasm between the early adopters of an innovation and the early majority. Many innovations failed to cross this chasm. Numerous effects would impact the probability that the chasm would be crossed from positioning of the product to its target market to distribution channels to product pricing and even to marketing.

Before we continue, there's often some confusion between diffusion curves and Moore's presentation of this. I don't know why, one is purely the sum of the other.