



Whilst each version of the act diffuses to 100% adoption of its market, those applicable markets could be different sizes for different versions. Hence the market for the first phones might not be the same market for later, more evolved phones. The time for diffusion of each version could also be different.

I had been assuming that by looking at adoption in a population then we could determine how evolved something was because of how “ubiquitous” it had become. This idea had come from concepts that commodity was commonplace. But what if the applicable markets