

The market itself was becoming more predictable; customer demands for large volumes of more economically efficient units. This single activity had evolved from rare to commonplace, from poorly understood to well defined, from competitive advantage to cost of doing business, from rapidly changing to standardised. Everything evolves from that more uncharted and unexplored space of being rare, constantly changing and poorly understood to eventually industrialised forms that are commonplace, standardised and a cost of doing business. What happened with computers and images had happened with electricity, the nut and bolt and Penicillin — the once marvel drug that became a generic. However, this assumes survival and though everything evolves not everything survives. Given a presumption of survival then the progression and change of characteristics is shown in figure 21 on which I've also marked the domains of the uncharted and the industrialised.

**Figure 21 — Characteristics change**