

went back and overlaid those different stages of publication onto the graph and extended both ends as activities emerge before people start writing about them and continue well after becoming a commodity. I also gave each stage a generic term e.g. product for stage III and commodity for stage IV. The result was the evolution curve in figure 80 that I published in various guises (e.g. Butler Group Review, Mar 2008, Why Nothing is Simple in Management) and spoke enthusiastically about at numerous conferences.

Figure 80 — The evolution curve.

