

differential value, became more of a cost of doing business and more certain. The improving versions of the same activity would have different characteristics.

These seemed to imply that climatic patterns I had noticed were occurring but somehow I just couldn't get evolution to fit with diffusion. I felt that I must be wrong. Then, I started to realise that maybe these two processes are related but separate.

Maybe I had just got stuck on trying to tie diffusion of innovation to evolution? What if instead, evolution consisted of multiple waves of diffusion e.g. the diffusion of the first innovation of the act followed by waves of diffusions of improving innovations? Maybe those waves were different? An examination of historical records clearly showed that technological change tends to mature through multiple waves of diffusion of ever-improved versions. The pattern of evolution was there and I had collected a wealth of data over the years which suggested it. I just had to break out of the shackles of diffusion.

Uncertainty is the key

I started to think in terms of multiple diffusion curves. Let us take an activity, we shall call it A — it could be television or the telephone, it doesn't matter. Now let us assume this activity will evolve through several versions — A1, A2, A3, A4 and A5. Each version might be disruptive or sustaining to the previous and each will diffuse on its own diffusion curve — see figure 74.

Figure 74 — evolution through multiple waves of diffusion.