



Unfortunately, as simple as it sounded, any analysis of data shows that figure 73 is just plain wrong. You cannot take a diffusion curve and slap on evolution. If you take something like a smartphone and ask people whether it's a product or more of a commodity, then today you'll probably get a range of answers and some disagreement. However, there are more smart phones in the US than people, so we can say it's widely diffused despite a lack of clarity over whether it's a product or a commodity. But, if I ask people whether a gold bar is a commodity then they'll say yes. This is bizarre because only a tiny fraction of the population actually own gold bars. On one hand, you have a thing which is diffused but not a commodity whilst on the other hand you have something which is uncommon but is a commodity.