
ECONOMICS AND MANAGEMENT OF INNOVATION 2021-2022 - SCQ1098279

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Questions on Chapter 5

- 1.What are some of the advantages of entering a market early? Are there any advantages to entering a market late?
- 2.Can you think of an example of a successful a) first mover, b) early follower, and c) late entrant? Can you think of unsuccessful examples of each?
- 3.What factors might make some industries harder to pioneer than others? Are there industries in which there is no penalty for late entry?

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Vai a...

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