

## BURT'S STRUCTURAL HOLES

EACH GROUP OF 3 PEOPLE HAS DIFFERENT INFORMATION THAT IS SHARED AMONG THEM (E.G. **MARKET INTELLIGENCE**, **NEW PRODUCT**, OR **BEST PRACTICE**)

④ RECEIVES DIFFERENT INFORMATION FROM EACH OF THESE 3 RELATIONSHIPS

THE FACT THAT THERE IS NO EDGE BETWEEN NODES ③ AND ④ IS DESCRIBED AS A **STRUCTURAL HOLE**. HOLES ALSO EXIST BETWEEN ③ AND ② AS WELL AS ④ AND ②.

THE 3 STRUCTURAL HOLES GIVE NODE ④ AN ADVANTAGE BECAUSE THEY CAN BE A **BROKER** BETWEEN ③, ④ AND ②.

④ ALSO HAS LESS DUPLICATION OF INFORMATION BECAUSE EACH SOURCE IS UNIQUE, UNLIKE ③, ④, OR ②.

