Innovator

Follower-Imitator

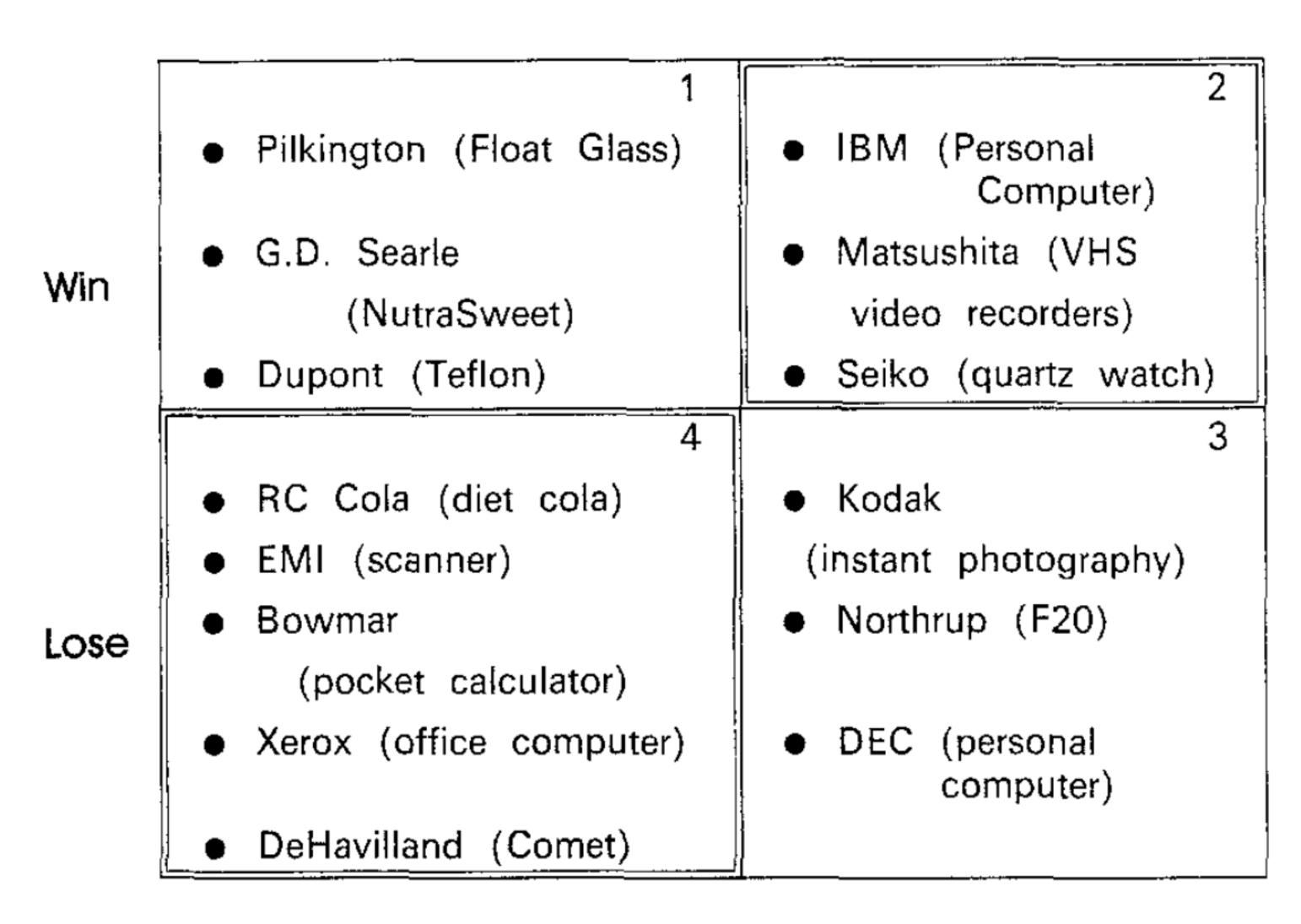


Fig. 2. Taxonomy of outcomes from the innovation process.

