

為什麼創新者會無法獲利

- 競爭者 / 模仿者的存在

	Innovator	Follower-Imitator
Win	<p>1</p> <ul style="list-style-type: none"> ● Pilkington (Float Glass) ● G.D. Searle (NutraSweet) ● Dupont (Teflon) 	<p>2</p> <ul style="list-style-type: none"> ● IBM (Personal Computer) ● Matsushita (VHS video recorders) ● Seiko (quartz watch)
Lose	<p>4</p> <ul style="list-style-type: none"> ● RC Cola (diet cola) ● EMI (scanner) ● Bowmar (pocket calculator) ● Xerox (office computer) ● DeHavilland (Comet) 	<p>3</p> <ul style="list-style-type: none"> ● Kodak (instant photography) ● Northrup (F20) ● DEC (personal computer)

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