為什麼創新者會無法獲利

• 競爭者/模仿者的存在

Innovator

Follower-Imitator

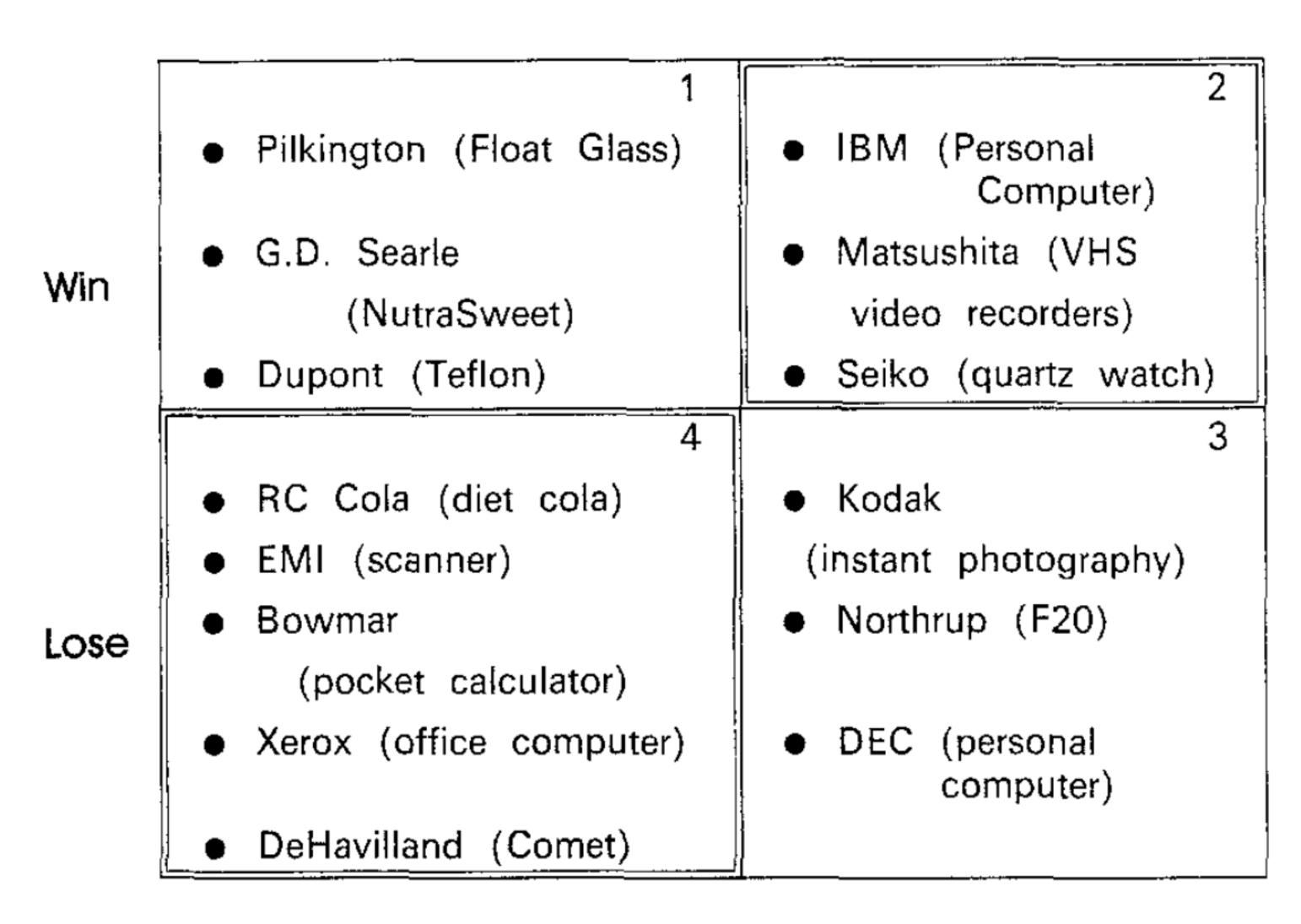


Fig. 2. Taxonomy of outcomes from the innovation process.