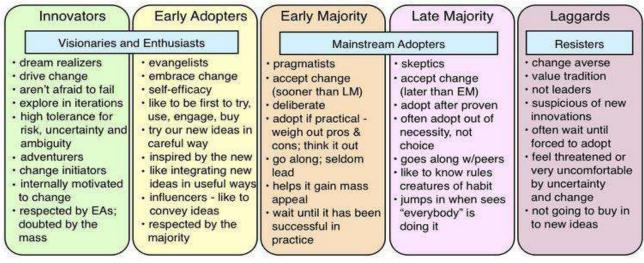


From blog.pcnsinc.com:

Characteristics: Innovators to Laggards



Characteristics Image by The Center for Creative Emergence 2011

Main Sources: Diffusion of Innovation by Everett Rogers

Crossing the Chasm by Geoffrey Moore