



**Fig. 6.7. Strategies for proprietary vs nonproprietary information.**

#### 6.2.6 Nature of Industry

In highly concentrated industries (as is true for the HPWH), it is generally easy to identify leaders and thus industrial partners are feasible potential R&D contractors. Also, since the number of firms is limited, industry consortia may be easier to organize.

On the other hand, in low concentration industries (e.g., radiant barriers), leaders are more difficult to identify because each firm has only a small market share. The following approaches may be more applicable: influencing key decision-makers, generating end-user demand, and working with trade and professional associations. The reason for a large number of possible approaches under low concentration is that, when an industry is disaggregated, there is likely to be no definite entity like a trade or professional organization representing the whole industry or key decision-