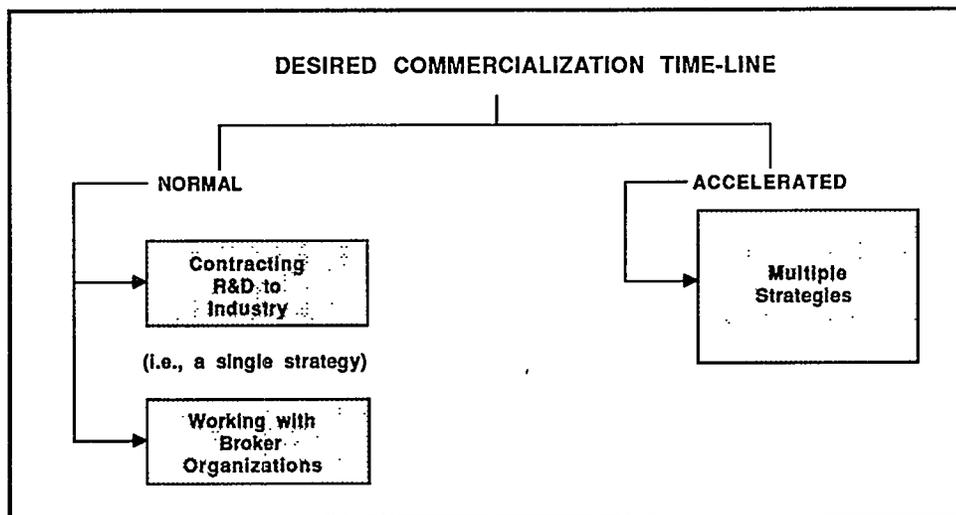


diffusion of different innovations, and introduced seven classes of diffusion rates. The time taken to achieve 75% market penetration ranged from 3.5 years under rapid penetration to 28.4 years under low priority. In markets experiencing rapid technological change, there may never be enough time for a technology to achieve full penetration into a market.

If rapid acceleration of commercialization is not important, a single strategy may be more appropriate, such as contracting R&D to industrial partners, licensing, or working with industrial consortia or trade and professional associations. Multiple strategies need to be used if the objective is to strongly accelerate commercialization. However, there is a tradeoff between costs and speed. The amount of acceleration must also be balanced against the losses in areas from where resources must be withdrawn (Fig. 6.9).



**Fig. 6.9. Strategies for different desired time-lines.**