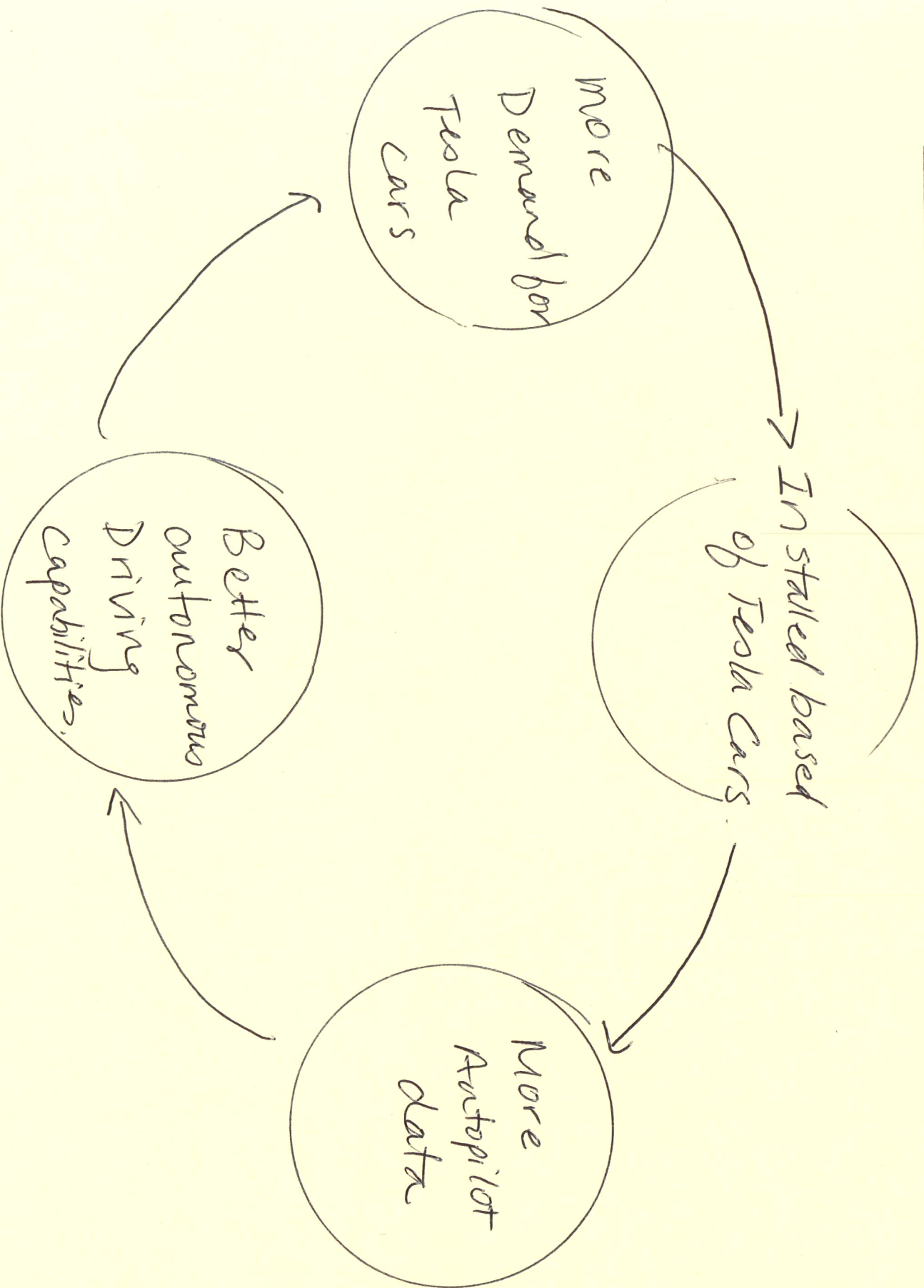
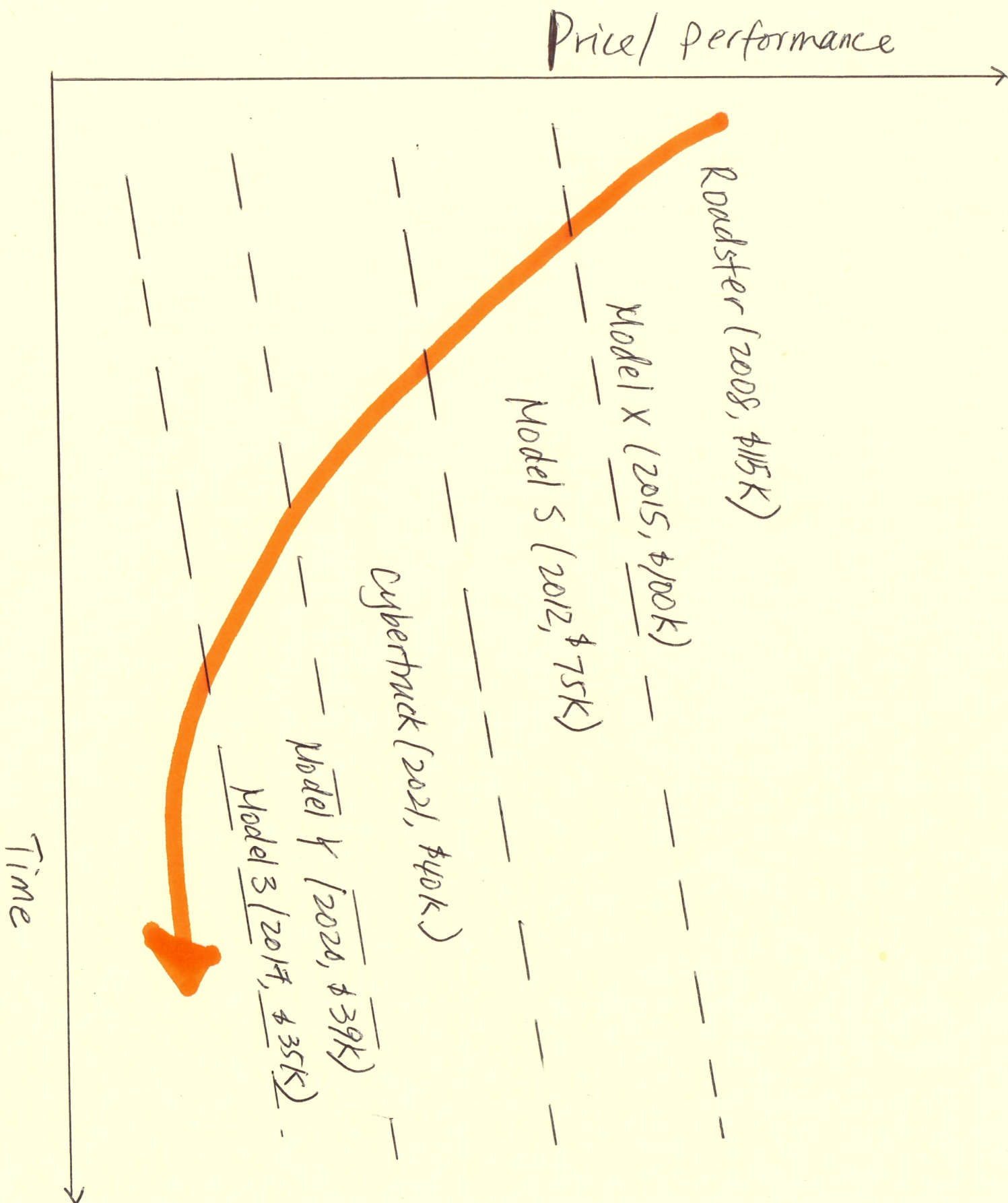


Network Effects

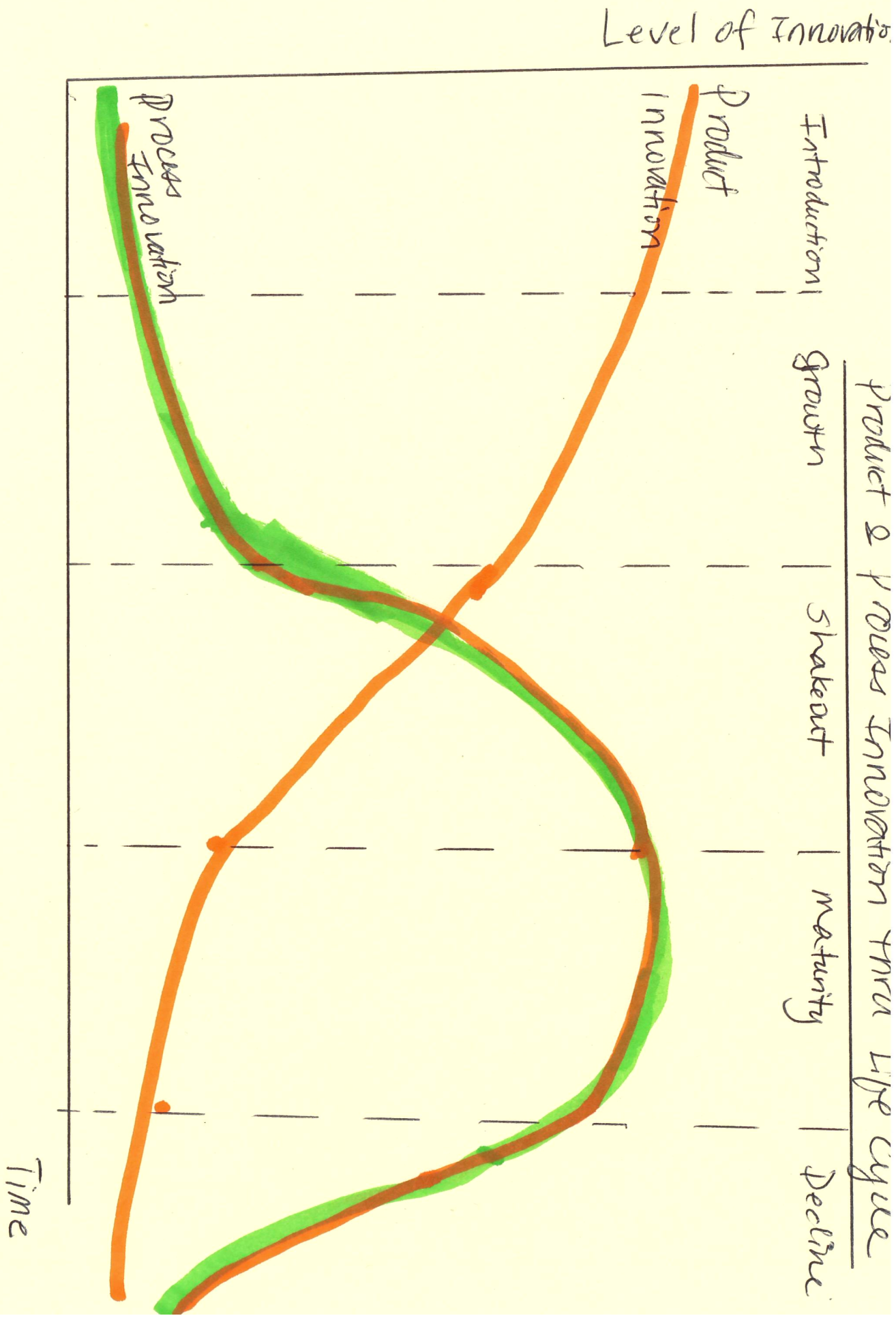


Types of Innovation

Markets			
		Existing	New
Existing Technologies	Existing	Incremental innovation	Architectural innovation
	New	Disruptive innovation	Radical innovation



Product & Process Innovation Life Cycle



Industry life cycle

