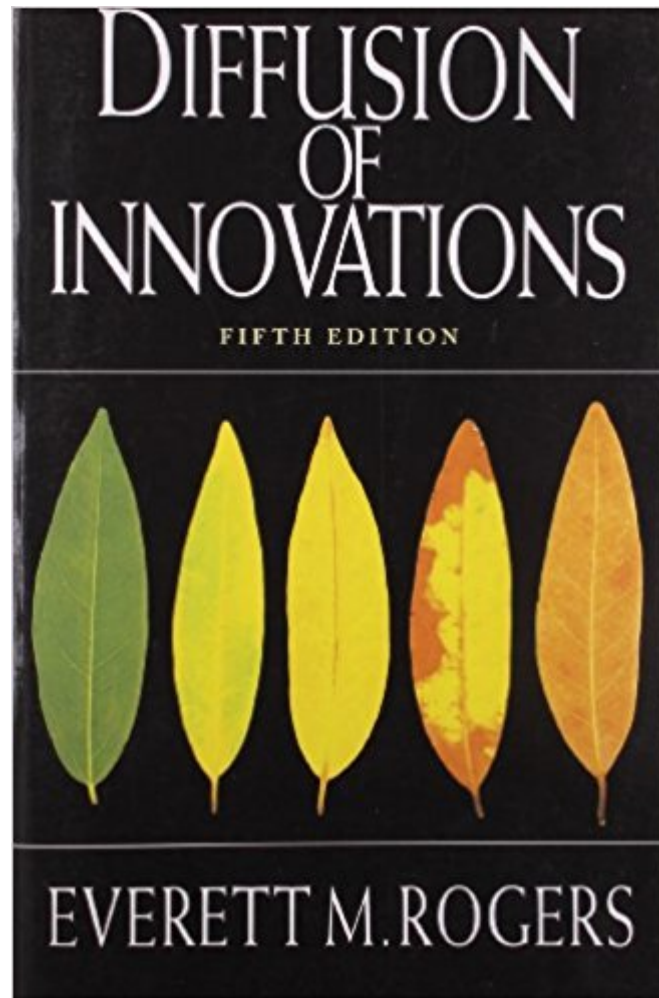


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# Diffusion Of Innovations, 5th Edition



## Synopsis

Now in its fifth edition, *Diffusion of Innovations* is a classic work on the spread of new ideas. In this renowned book, Everett M. Rogers, professor and chair of the Department of Communication & Journalism at the University of New Mexico, explains how new ideas spread via communication channels over time. Such innovations are initially perceived as uncertain and even risky. To overcome this uncertainty, most people seek out others like themselves who have already adopted the new idea. Thus the diffusion process consists of a few individuals who first adopt an innovation, then spread the word among their circle of acquaintances—a process which typically takes months or years. But there are exceptions: use of the Internet in the 1990s, for example, may have spread more rapidly than any other innovation in the history of humankind. Furthermore, the Internet is changing the very nature of diffusion by decreasing the importance of physical distance between people. The fifth edition addresses the spread of the Internet, and how it has transformed the way human beings communicate and adopt new ideas.

## Book Information

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## Customer Reviews

Wow. So human psychology is predictable after all, even when it comes to the way people adopt new products and ideas. It's really, truly amazing how this book not only takes the guesswork out of this process, but bases all of this on science and shows that this process is pretty much the same for any people group in any time and place. Right now I am getting ready to launch a new product and this has helped me so much in understanding what to expect and what I will need to do—not a cookie-cutter set of instructions, mind you, but a set of principles and "generalizations" (as they call

them in the book) to work with and keep in mind as I build things. The problem with this book for entrepreneurs is two-fold in that: 1) the book is written for a large audience that includes everyone from newbies to the "invisible college" that dominates this field of study in universities and the like, and 2) it's written in a semi-academic tone that may be a bit of an intense read for some. For this reason I am offering a little "tour guide" for entrepreneurs that may help them in getting through this book and getting the most out of it, along with summaries of some of the best things that I learned from this book, and some commentary and criticisms as well. Here we go: CHAPTER 1: Elements of diffusion. This is a little intro to the basic anatomy of the diffusion of a product or idea into a culture. The thesis is: "Diffusion is the process by which 1) an INNOVATION 2) is COMMUNICATED through certain CHANNELS 3) over TIME 4) among members of a SOCIAL SYSTEM." (p. 11). It then takes you on a quick tour of all four of those things.

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