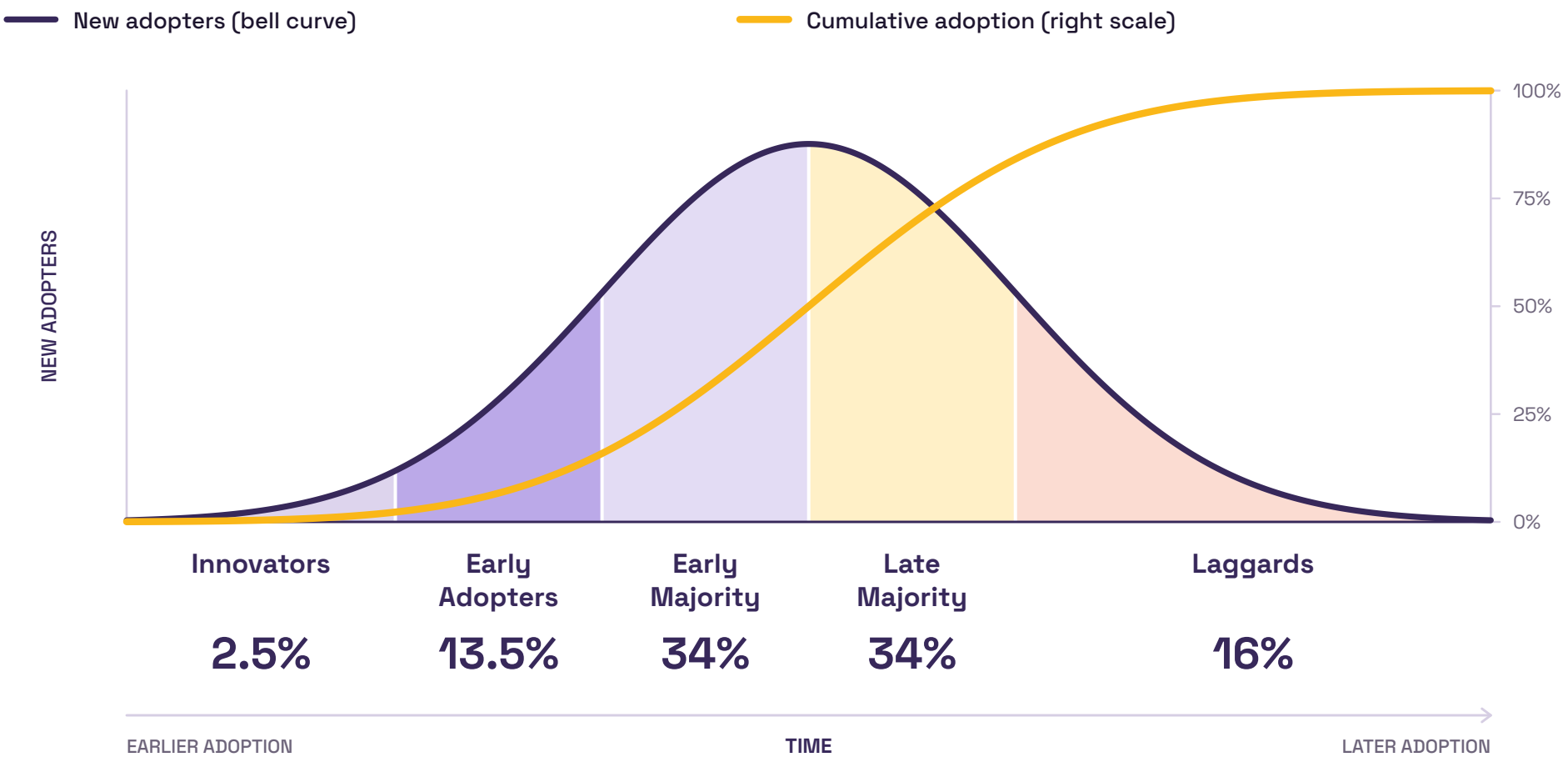
crown jewel marketing

Adoption Curve

Diffusion of Innovations: people adopt new ideas at different times.



Conceptual model. Percentages are conventional category shares in Rogers' model.

Framework: Everett M. Rogers, Diffusion of Innovations. Crown Jewel Marketing adaptation.