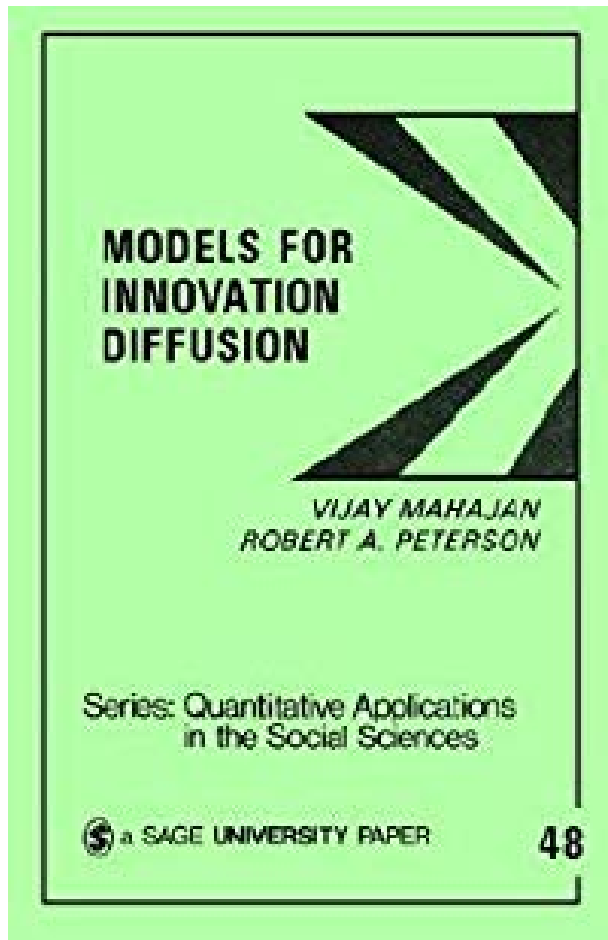


Models for Innovation Diffusion



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Mahajan and Peterson have provided an introduction to diffusion models that bridges the disciplines and sets out the basic findings in a clear and consistent way. Their book is a lucid, state-of-the-art description of the powerful tools for investigating the temporal diffusion of any innovation. The approach they use is abstract and general, but the inclusion of a number of helpful examples makes it accessible to a wider range of readers.