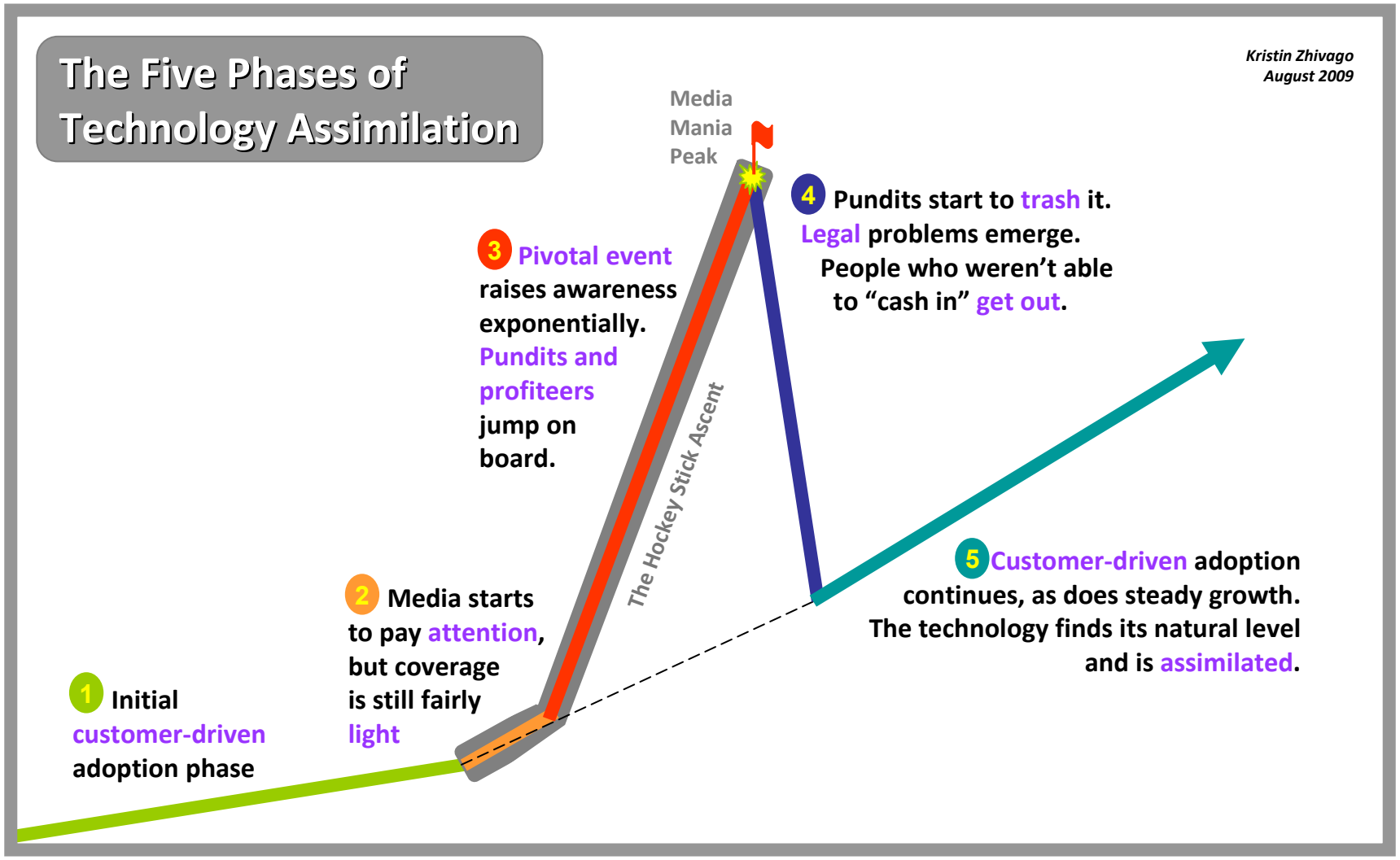
The Five Phases of Technology Assimilation
Kristin Zhivago
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Media Mania Peak
4 Pundits start to trash it. Legal problems emerge. People who weren't able to "cash in" get out.
3 Pivotal event raises awareness exponentially. Pundits and profiteers jump on board.
The Hockey Stick Ascent
5 Customer-driven adoption continues, as does steady growth. The technology finds its natural level and is assimilated.
2 Media starts to pay attention, but coverage is still fairly light
1 Initial customer-driven adoption phase