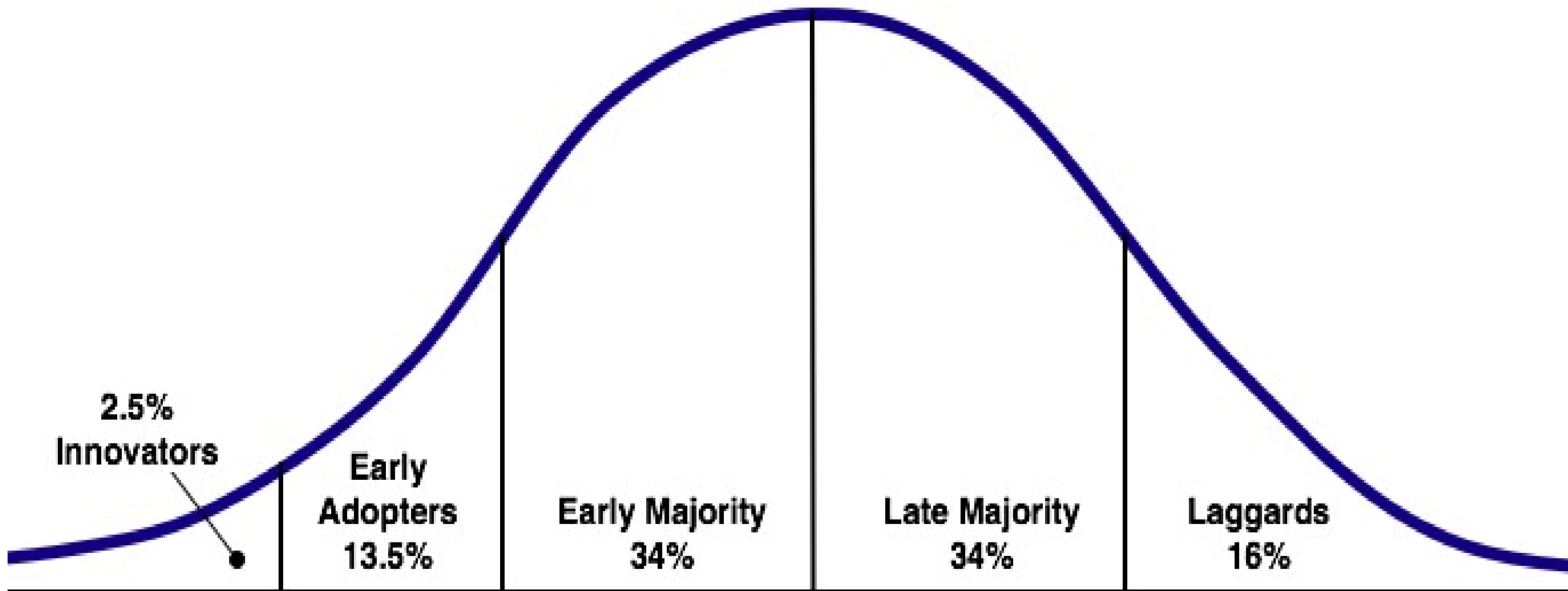
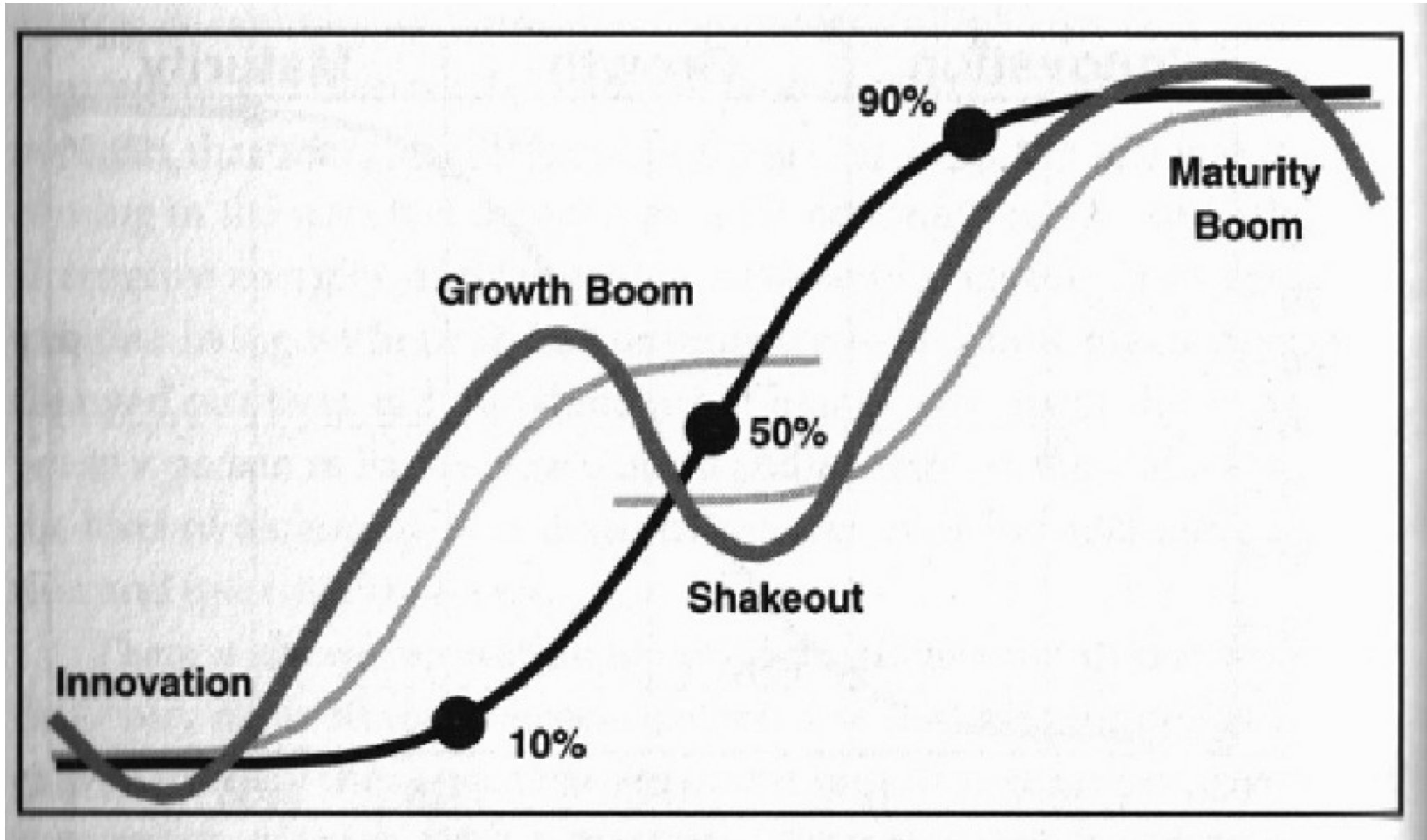


Normalfördelningskurvan

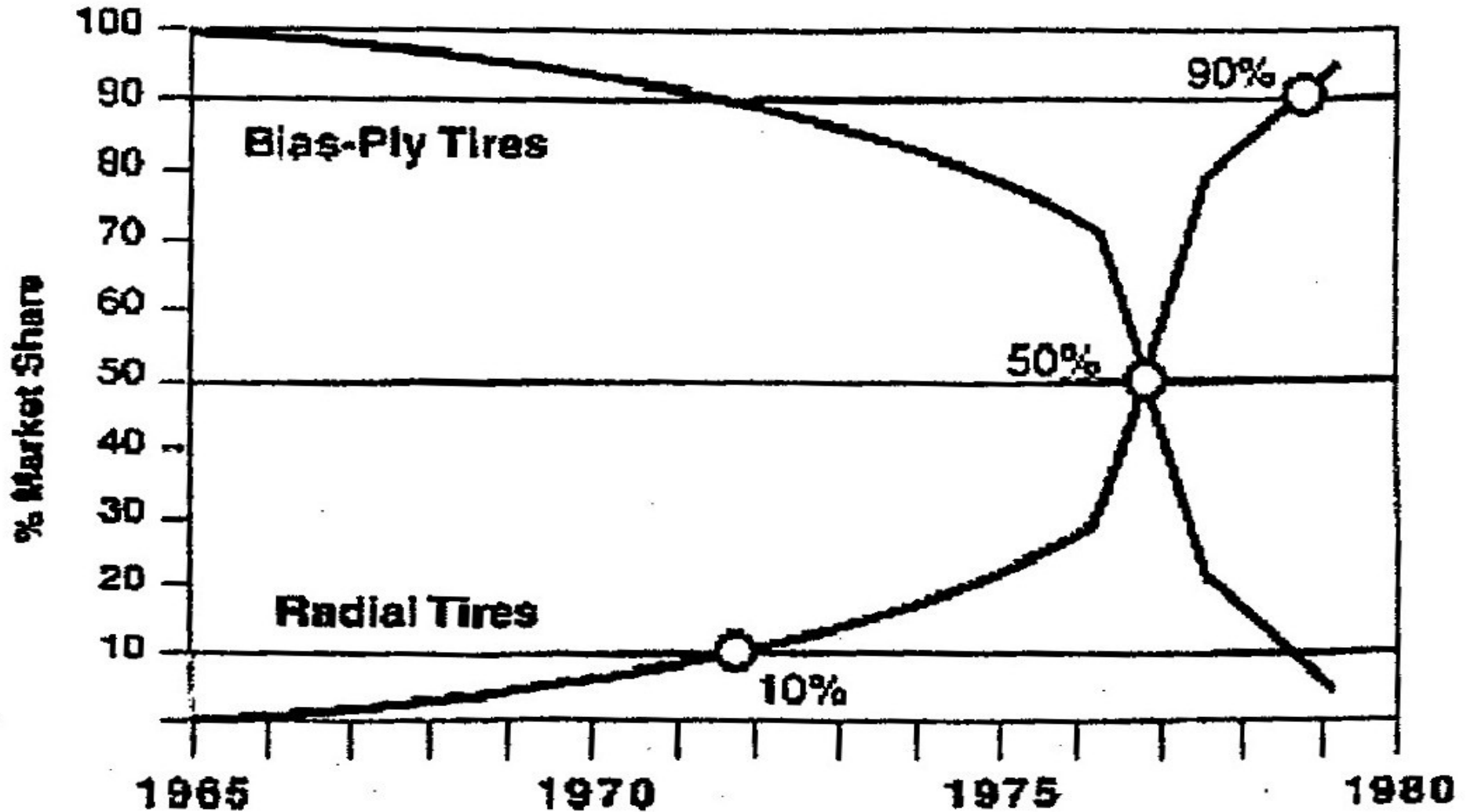


Source: Everett Rogers, *Diffusion of Innovations* model

Four stage technology lifecycle



The S-curve in Tires



Product Lifecycle

