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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.

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Diffusion of Innovations, 5th edition, Everett M. Rogers. Free Press, New York, NY (2003), 551 pages

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Dr. Everett M. Rogers is Distinguished Professor in the Department of Communication and Journalism at the University of New Mexico (UNM), where he teaches and conducts research on the diffusion of innovations. He also holds courtesy appointments in the UNM Center on Alcoholism and Substance Abuse Addictions, where he conducts research on preventing drunk driving, and in the UNM Center for ...

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Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread. Everett Rogers, a professor of communication studies, popularized the theory in his book Diffusion of Innovations; the book was first published in 1962, and is now in its fifth edition (2003). Rogers argues that diffusion is the process by which an innovation is communicated ...

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Everett Rogers' Diffusion of Innovations theory offers a time-tested framework to parse out some of the factors that may have contributed to an innovation's success or failure. Rogers was instrumental in establishing this systematic study in the ways innovations are introduced to and adopted by potential users.

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Diffusion of Innovation, 5th ed., Everett M. Rogers, Free ...

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Rogers, Everett M. (2003) - Diffusion of Innovations, Fifth Edition Notes - Garnet Hertz Updated 02 December 2006

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1. Diffusion of innovations. 2. Diffusion of innovations—Study and teaching—History. I. Title. HM101.R57 1983 303.4'84 82-70998 ISBN 0-02-926650-5 AACR2 The first edition by Everett M. Rogers was published as Diffusion of Innovations; the second edition of this book, by Everett M. Rogers with F. Floyd Shoemaker, was published as Commu-

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