

**Understanding
the Innovation
Landscape**

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RADIO'S LIVEST MAGAZINE

OVER 175 ILLUSTRATIONS

Radio-Craft

Special
RADIO—
EXPERIMENTER
Number

December

25 Cents
in United States
and Canada

HUGO GERNSBACK Editor

MAKE THIS
WORLD'S SMALLEST
3-TUBE RADIO SET

See Page 328



Experiments with a "Hi-Fi" Amplifier—Radio-Controlled Model "Saratoga"
Newest "Treasure" Locator—A "Lie" Detector—Photocell Shooting Ranges

OVER 50,000 RADIO MEN READ RADIO-CRAFT MONTHLY

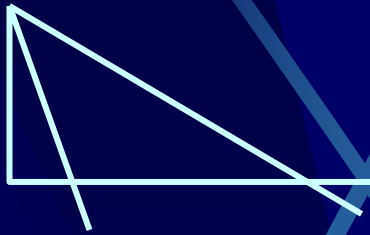
Evolving Business Model

Decision-making
Moves
Outside
Channel

Profits

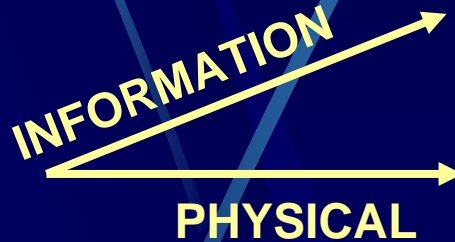


Profit



Time

Industry Value Chain



DIVERGENT

1. PRODUCTS AND SERVICES
2. CUSTOMERS

PRODUCER

INTERMEDIARY

CUSTOMER



Technology

*Production
Economies*

POWER

\$

*Distribution
Economies*

POWER

*Search
Economies*

VALUE LOOP

Access to Information
and Decision-Making