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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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In his book, Diffusion of Innovations, Rogers examines the science of working to implement new ideas and technologies. The book is not a how-to guide, but rather an unbiased view of innovations. By examining the unintended consequences of innovations, Rogers cautions leaders to exercise prudence when pushing others to change.

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There is no more to say, really. Rogers is the granddaddy of diffusion and pretty well everything you'd ever want to know about the field is here in the fifth edition of his classic tome. Usefully, he identifies gaps in the research literature and makes suggestions for further enquiry, just in case you thought it had all been done already.

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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 over time among the participants in a social system.

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