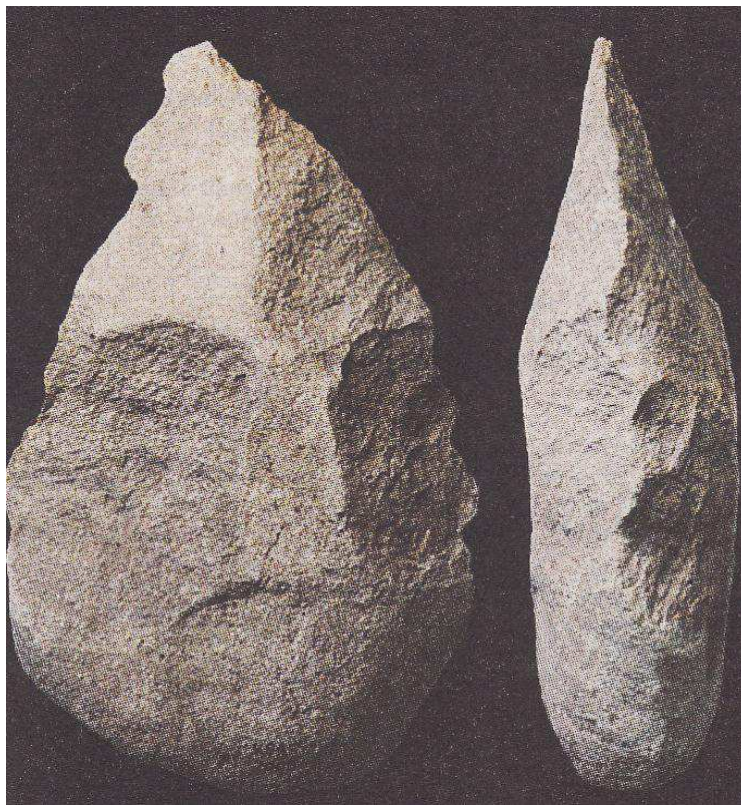


Innovation Behavior: How Innovations are Conceived



Innovation:	Hand axe (processed, oldest ever found, Turkana basin, Kenya, 1.76 Million years old)
Inventor:	Homo erectus
Market:	Large parts of Africa, Europe und Asia
Market Window:	Between 1.8 Million and 150 Thousand years B.C.E.
Idea:	To form a hand axe yourself, not to find a suitable stone by chance
Invention:	To develop the necessary tools and personal capabilities
Diffusion:	To copy and export the production process
Success Story:	Were the dominating tool of the Acheulean culture for a very long time in areas populated by hominids

Innovation Behavior: How Innovations are Conceived

Study based on the survey conducted May 2012 by
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51 Pages
36 Figures
10 Tables

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