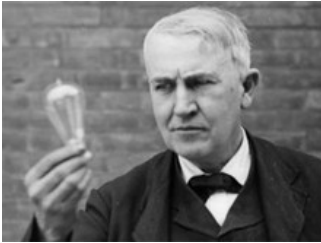


## Designing the Revolution



Baked into most stories of technology revolutions is the misconception that new technologies disrupt older ones because of some distinctive advantage. Sometimes it's just the opposite. From the light bulb to the computer to solar power, the fate of innovations (and of the companies that bet on them) hinges less on technical superiority than on the details of their designs. When developing new products, the challenge is to balance performance with the need to be accepted.

(to read more on [The Hargadon Files](#), follow the link to [Designing the Revolution](#))