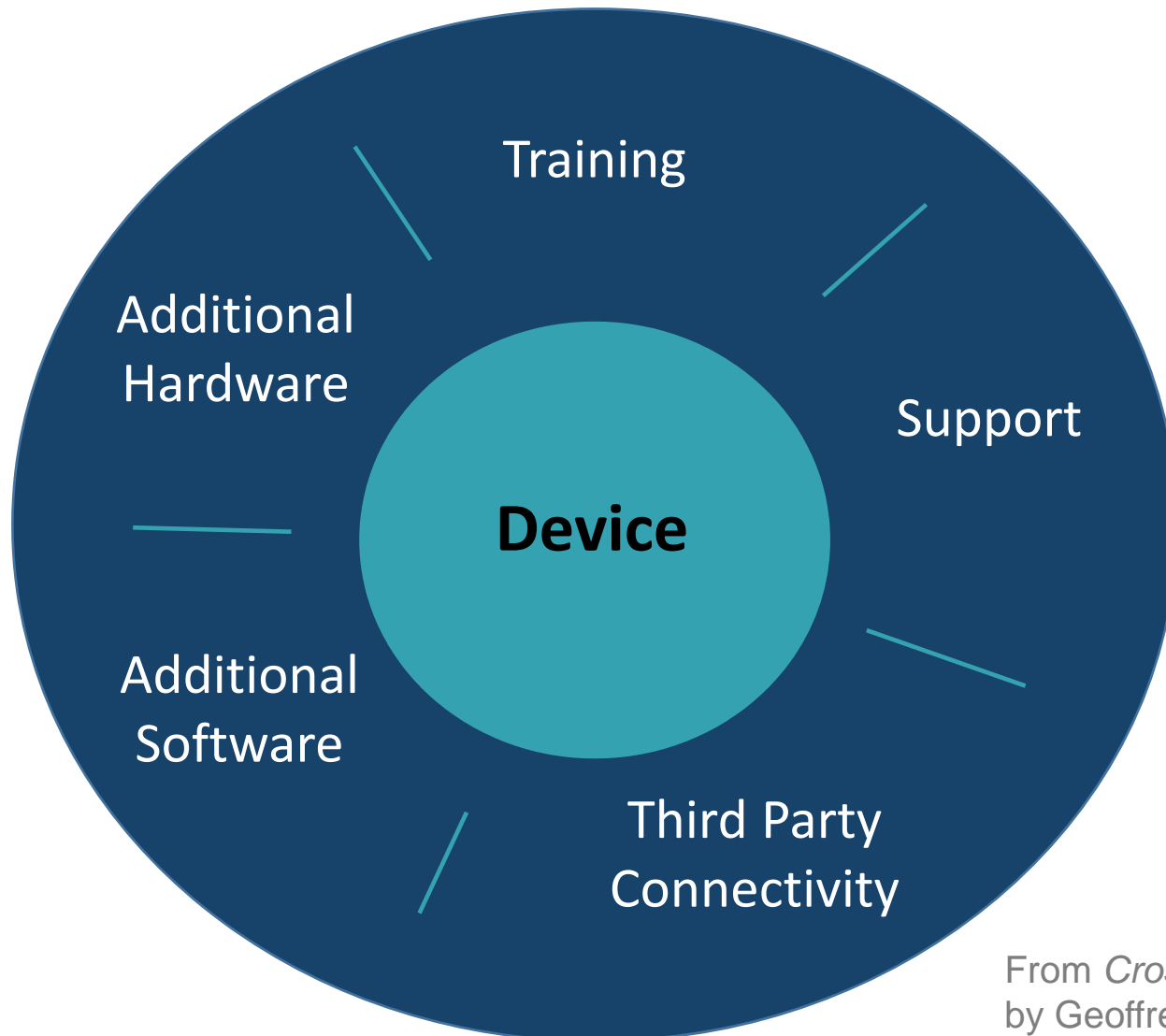


Context: Devices versus Products



From *Crossing the Chasm*
by Geoffrey A Moore