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Since the first edition of this landmark book was published in 1962,

Everett Rogers's name has become "virtually synonymous with the study

of diffusion of innovations," according to Choice. The second and

third editions of Diffusion of Innovations became the standard

textbook and reference on diffusion studies. Now, in the fourth

edition, Rogers presents the culmination of more than thirty years of

research that will set a new standard for analysis and inquiry.

The fourth edition is (1) a revision of the theoretical framework and

the research evidence supporting this model of diffusion, and (2) a

new intellectual venture, in that new concepts and new theoretical

viewpoints are introduced. This edition differs from its predecessors

in that it takes a much more critical stance in its review and

synthesis of 5,000 diffusion publications. During the past thirty

years or so, diffusion research has grown to be widely recognized,

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applied and admired, but it has also been subjected to both constructive and destructive criticism. This criticism is due in large part to the stereotyped and limited ways in which many diffusion scholars have defined the scope and method of their field of study. Rogers analyzes the limitations of previous diffusion studies, showing, for example, that the convergence model, by which participants create and share information to reach a mutual understanding, more accurately describes diffusion in most cases than the linear model.