

## Axiom 3

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### **Axiom 3 - Significance Precedes Momentum**

*In the past, an innovation's momentum indicated significance. Now, in the network environment, where biological behavior reigns, significance precedes momentum(Kelly, 35).*

*The products new purchasers learn about depends on which products the previous purchasers "polled" or sampled and decided to buy. They are therefore likely to learn more about a commonly purchased product than one with few previous users. Hence, where buyers are risk-averse and tend to favor products they know more about, products that by chance win market share early on gain an information feedback advantage. Under certain circumstances a product may come to dominate by this advantage alone (Arthur and Lane, 69).*

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Nautilus Institute

608 San Miguel Ave., Berkeley, CA 94707-1535 | Phone: (510) 423-0372 | Email:

[nautilus@nautilus.org](mailto:nautilus@nautilus.org)