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# Axiom 9

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[axiom 1 - metcalf's law](#)

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### **Axiom 9 - Switching Costs and Lock-in**

*Small consumer switching costs can constitute large barriers to entry, especially for mass-market products (Shapiro and Varian, 109).*

*The total cost of switching = costs the customer bears + costs the new supplier bears (Shapiro and Varian, 112).*

*When the costs of switching from one brand of technology to another are substantial, users face lock-in (Shapiro and Varian, 112).*

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