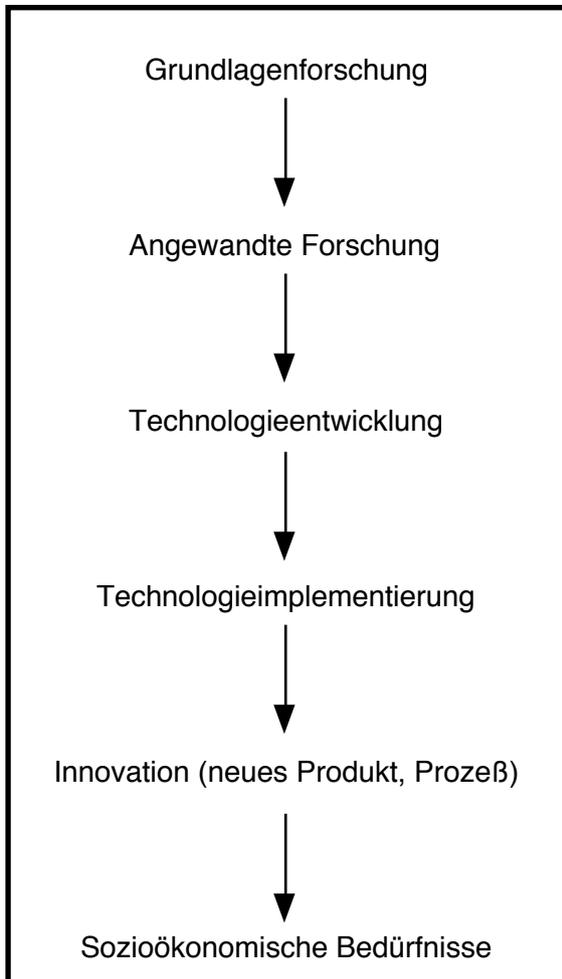


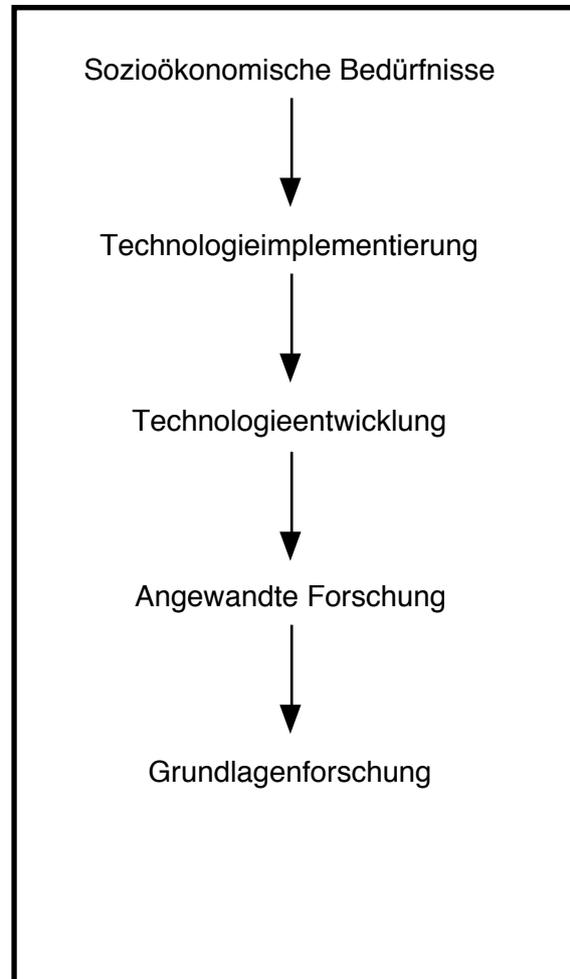
WANDEL: EINFLUSSFAKTOREN AUF DEN TECHNISCHEN WANDEL

– 2 grundlegende Modelle –

TECHNOLOGY-PUSH-HYPOTHESE



DEMAND-PULL-HYPOTHESE



Quelle: Wörndl-Aichriedler, 1995