

The Economics of Technological Diffusion

Paul Stoneman
Warwick Business School

BLACKWELL

Contents

<i>List of Figures</i>	vii
<i>List of Tables</i> „	viii
<i>Preface</i> <	x
Part I: Introduction and Empirical Observations on the Diffusion Process	1
1 By Way of an Introduction and Guide	3
2 Empirical Patterns in the Diffusion of Innovations	12
Part II: The Theory of Technological Diffusion	27
3 The Intertemporal Demand for Stand-Alone Technologies	29
4 Risk and Uncertainty	55
5 Multiple Technologies, Complementary Inputs, Network Externalities and General Purpose Technologies	67
6 The Supply Side	78
Part III: Empirical Analysis of the Diffusion of New Technology	93
7 Empirical Analysis: An Overview	95
8 Rank, Stock, Order and Epidemic Effects in the Diffusion of New Process Technologies: An Empirical Model	106
9 The Diffusion of Multiple Process Technologies	136
10 Testing Alternative Models of New Product Diffusion	148

Part IV: Diffusion Policy	173
°11 Diffusion Policy: An Introduction	175
°12 Technology Diffusion and Public Policy	178
13 Technological Diffusion, Expectations and Welfare	190
X14 Adoption Subsidies vs Information Provision as Instruments of Technology Policy	210
15 The Role of Regulation, Fiscal Incentives and Changes in Tastes in the Diffusion of Unleaded Petrol	219
Part V: Extensions, Applications and Implications	247
16 Diffusion Analysis: The Wider Implications	249
17 Technology Adoption and Firm Profitability	257
18 Employment, Technological Diffusion and Oligopoly	267
19 Technological Opportunity, Technological Diffusion and Gross Investment: An Inter-Industry Approach	282
20 Future Research Agendas	303
<i>Index</i>	307