

## **Chapter 14 Homework**

- 1.** Contrast the rate of diffusion of the following two innovations: vitamin C to prevent scurvy in sailors, and laparoscopic cholecystectomy.
- 2.** How are innovators, such as Kurt Semm, often viewed by others when introducing new technologies for health problems that replace treatments considered by leaders in the field as already successful?
- 3.** Why does it take so long for a promising new technology to reach the market in the United States? What hurdles must researchers overcome to deliver an innovation that is marketable?