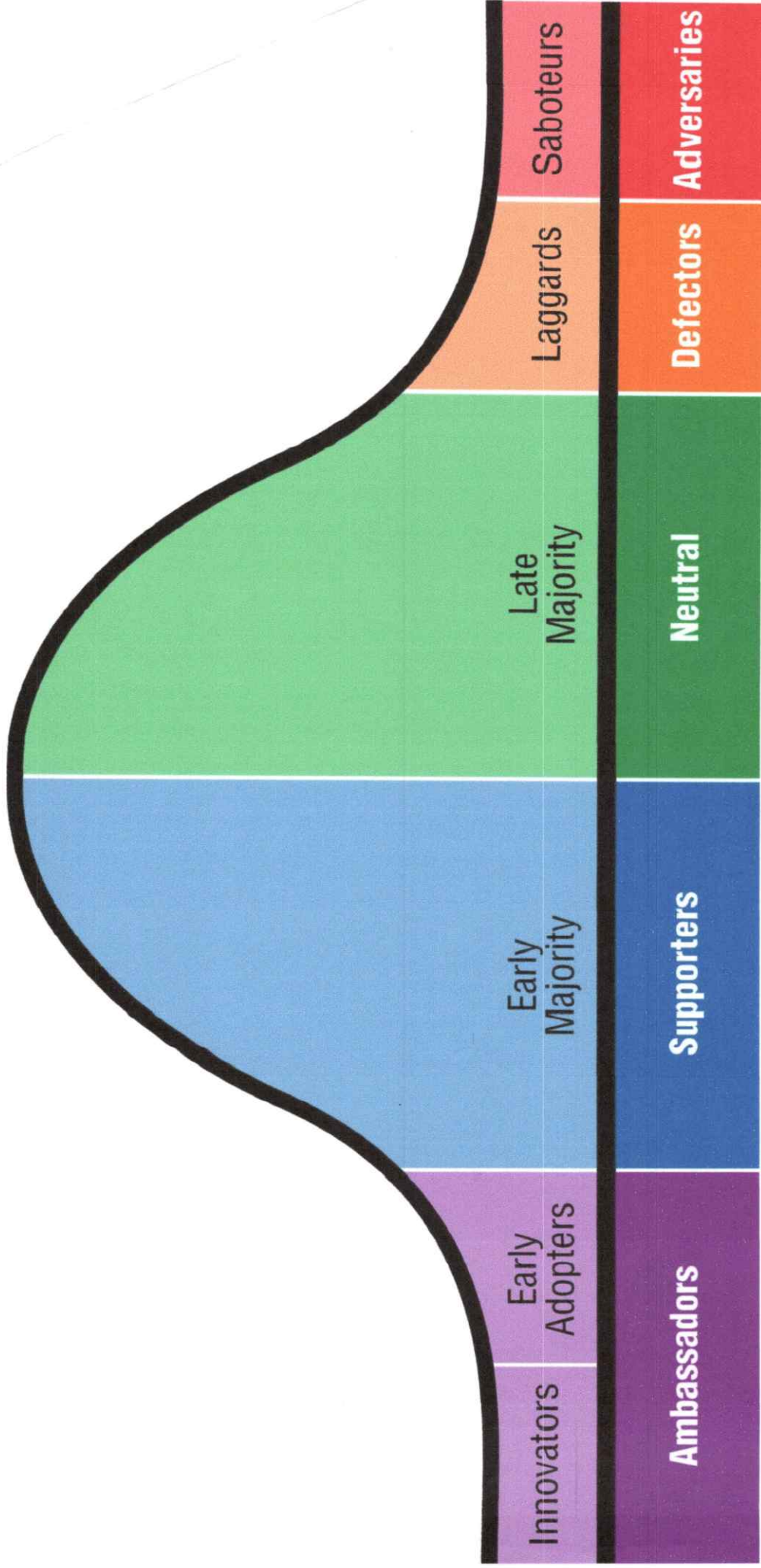


Traditional people, caring for the 'old ways', critical towards new ideas and will only accept them if it becomes mainstream or even tradition.

Respectable people, opinion leaders, try out new ideas but in a careful way.

Bell Curve Of Change



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