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ent book as the third volume in a three-volume set on the diffusion of innovations. The stream of diffusion scholarship over the past forty years or so represents both similarities and differences, continuities and discontinuities, and so must my three books, each published ap-proximately a decade apart. By no means, however, do I seek only to

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Rogers' work provide a timeless socio--psych-anthrop-ological context for innovation diffusion as profound as Diamond's treatise on the rise and fall of human societies. Being a bit late to Diffusion of Innovations, catching it in its fifth edition it is humbling to have found it just when its wisdom is needed the most.