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0-02-926650-5 AACR2 The first edition by Everett M. Rogers was published as Diffusion of Innovations; the second edition of this book, by Everett M. Rogers with F. Floyd Shoemaker, was published as Commu-

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There is no more to say, really. Rogers is the granddaddy of diffusion and pretty well everything you'd ever want to know about the field is here in the fifth edition of his classic tome. Usefully, he identifies gaps in the research literature and makes suggestions for further enquiry, just in case you thought it had all been done already.

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