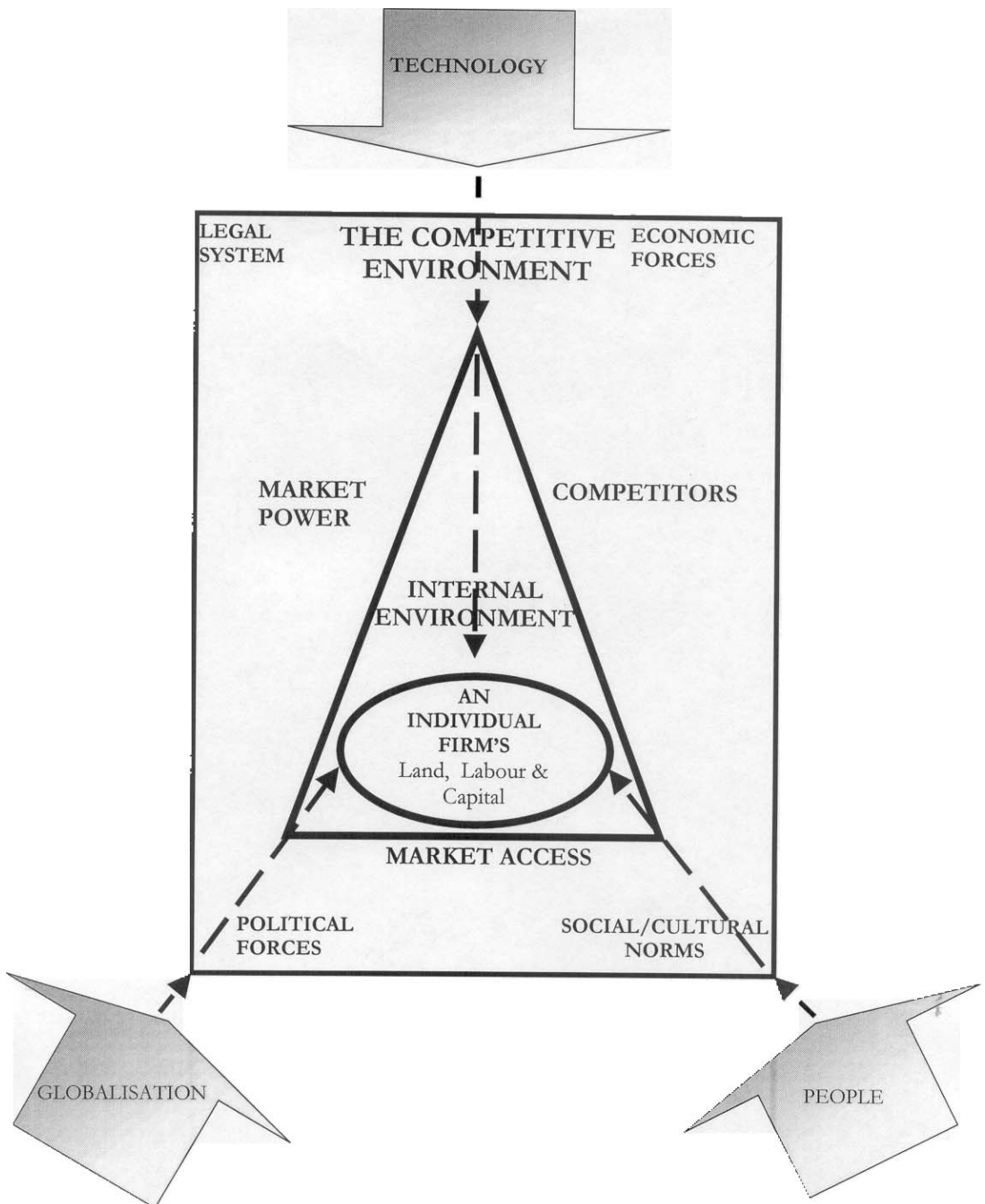


Figure 1: The Forces of Change



Source: Dunne and Collins 2001