

**Grajek, Kretschmer:** *Critical Mass*  
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## Critical Mass

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This paper develops a simple method of identifying the strength of network effects of a new technology.

Further, it provides a rigorous definition of critical mass, a popular concept in the popular business press.

We derive managerial implications of our results and outline the data required to perform accurate predictions based on our model.

*Key words:* Critical Mass, Network Effects, New Technologies

*Preliminary and incomplete, please do not quote.*