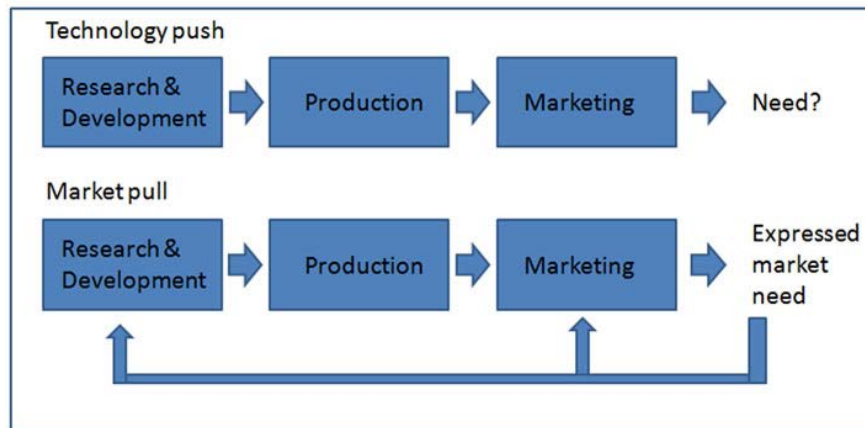


# **Market pull, Technology push**

A **technology push** is a new invention that is *pushed* through *research and development*, production and sales and enters onto the market without – sometimes without considering whether or not it satisfies a users need.



An innovation - based upon **market pull** has been developed by *research and development* in response to demands from the market

# Market Pull



Consumers and society are demanding greener products and therefore products such as recycling bins, reusable carrier bags, hybrid cars, low energy light bulbs have been developed as a consequence.

Society are also demanding new ways to communicate in a digital world and new smart phones, TV's and driverless vehicles are being developed.



# Technology Push

The developments in electronic engineering have enabled smaller, smarter electronic components to be fitted into everyday products such as the mobile phone, personal hi-fi and cameras. As technology becomes more advanced there is a strong link with market pull. Re-chargeable batteries are being developed for vehicles as well as to power our homes.

