



Communication of Innovations: A Journey With Ev Rogers



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This collection of 10 original essays honors the intellectual legacy of Prof Everett M Rogers (1931-2004), a pioneering and distinguished teacher—scholar of diffusion of innovations, communication networks, and social change. Well-known colleagues and contemporaries write on topics that not only piqued Rogers' curiosity, but to which he made seminal and lasting contributions. The concluding chapter documents Rogers' life journey from his modest farm boy beginnings in Iowa, through his distinguished academic career, to his final return to the farm.



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