	Technological Leadership	Technological Followership
Overall Cost Leadership	First mover on lowest cost product or process technology	Lower cost of product or process through learning from leader's experience.
Overall Differentiation	First mover on unique product or process that enhances product performance or creates switching costs	Adapt product or delivery system more closely to market needs (or raise switching costs) by learning from leader's experience
Focus - Lowest Segment Cost	First mover on lowest-cost segment technology	Alter leader's product or process to serve particular segment more efficiently
Focus - Segment Differentiation	First mover on unique product or process tuned to segment performance needs, or creates segment switching costs	Adapt leader's product or process to performance needs of particular segment or create segment switching costs

[　　　　]Porter, Michael E. (1983)　p.13　Figure3[　　　　　　　　　　　　　　　　　　　　R&D　　　p.177　　　1-24]