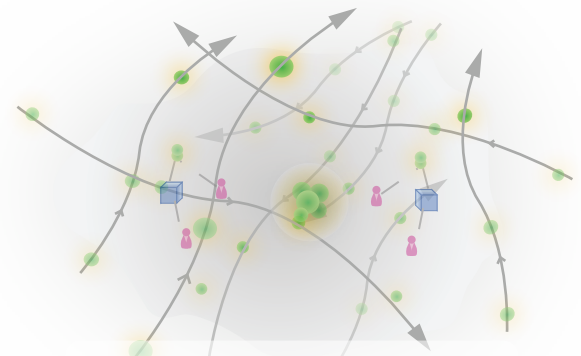
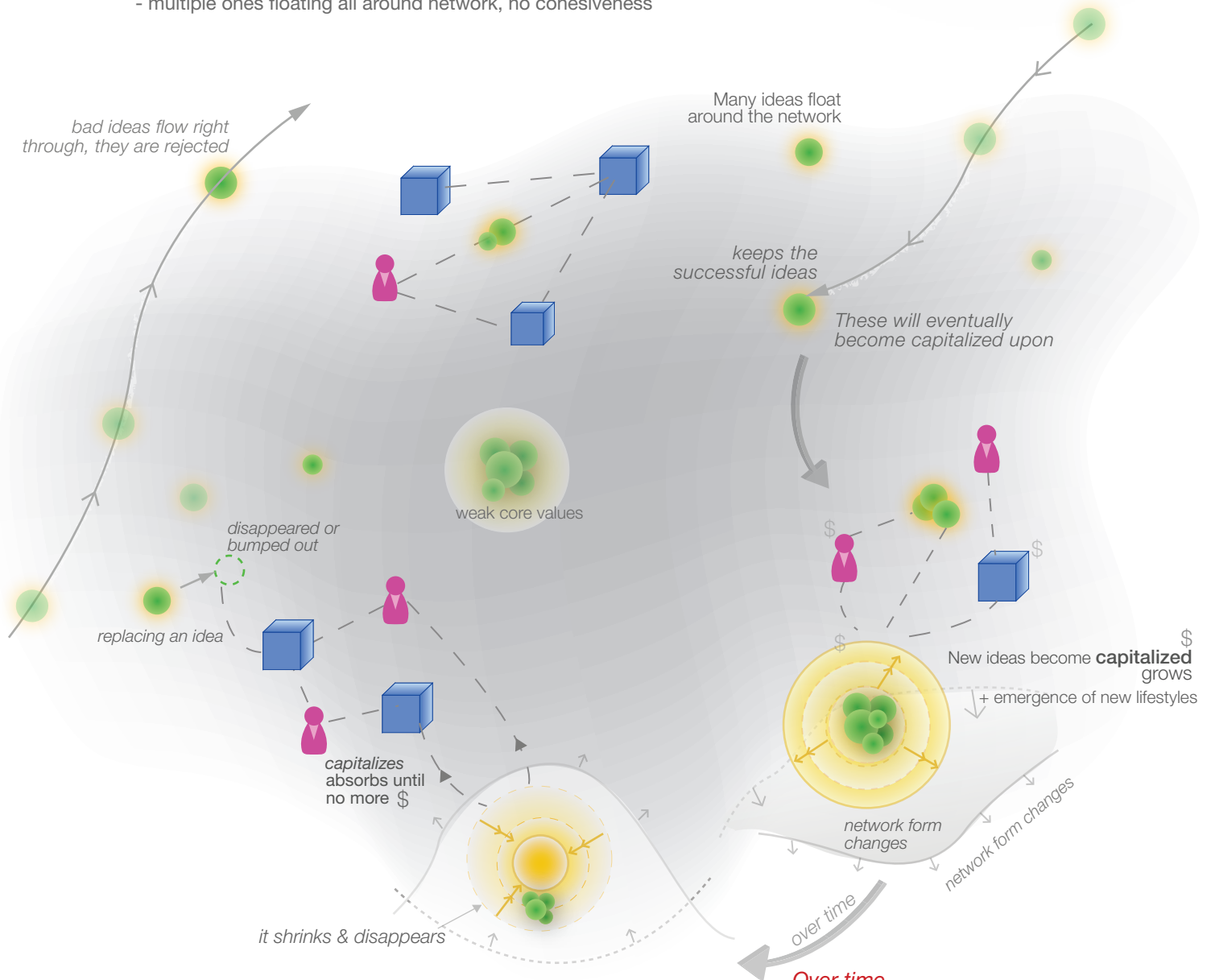


Gaseous Network

- Open and reliant on external ideas
- Very good at identifying and capitalizing on ideas
- Highly flexible to change
- Always updating, focus is on the “New” and “Now” (*fads*)
 - focus on the present
 - constant shift of new themes/products in short periods of time
 - as a result, they are highly competitive
- Lack of cohesion
 - poor communication and relations within network
 - unable to produce innovation
 - not their own ideas, **quality** is lower than original ideas
 - ill-defined goal
- Weak sense of identity
 - multiples lifestyles and different values
 - multiple ones floating all around network, no cohesiveness

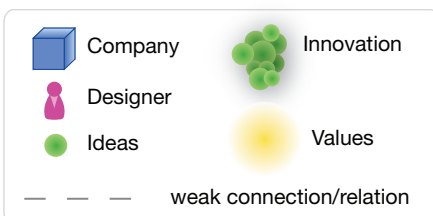


There are many external ideas that are pulled in and constantly flow through the network. This flow helps to sustain it.



Over time

- Ideas/innovation becomes outdated, loses value and eventually disappears
- The idea may also be discarded or bumped out by another 'new' idea, being replaced
- Network form changes



ideas also emanate and are based on values (●)