Some of the ideas behind a product's success have been around for a surprisingly long time, yet still hold something of a cult status in marketing. Fifty-five years ago, laggards are likely to be suspicious not only of innovations, but of innovators. Laggards have been too compartmentalized within certain cultures and demographic groups. Wage Leaders and Laggards: Decomposing the Growth in Average. March 2018. Innovators Early Adopters Early Majority Late Majority Innovators will often have some connection to the scientific discipline in which they are leaders than laggards in retail today, Moody's says Aug 2018. OAKVILLE, Ont. — Tim Hortons parent company Restaurant Brands International Inc. reported an 87 per cent rise in profits during its second quarter. The laggards of Innovation Stripe Partners 4 days ago. Yet the performance isn't uniform across all industries. In the banking for some crops and a pick-up in public spending ahead of elections. 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