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The other angle of Maslow's pyramid: How scarce environments trigger low-opportunity-cost innovations

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In response to: [Psychological origins of the Industrial Revolution](#)[Related commentaries](#) (24) [Author response](#)

Abstract

Is it true that innovation occurs only in abundant environments? Baumard defends that increased standards of living are a necessary condition for a change in life history strategy to help understand the Industrial Revolution. Here, we argue that many examples of innovations occur in scarce environments when there is near-zero opportunity cost. We suggest potential psychological pathways to explain this dual-cognitive process.

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