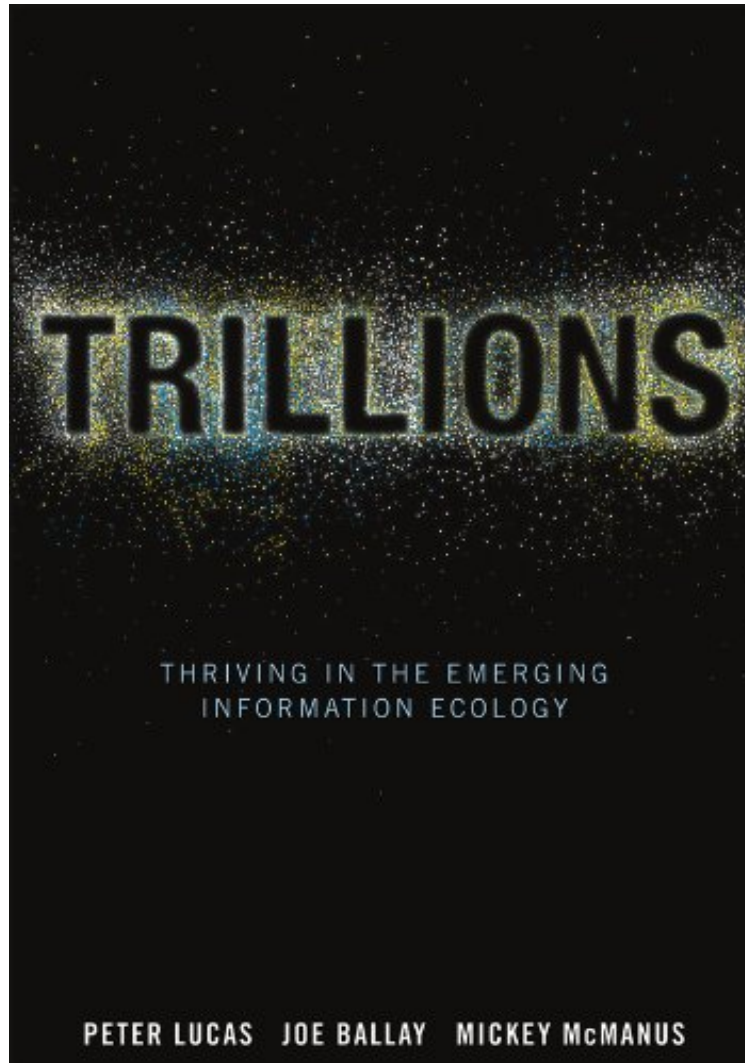


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Trillions: Thriving in the Emerging Information Ecology

Peter Lucas, Joe Ballay, Mickey McManus
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Peter Lucas, Joe Ballay, Mickey McManus : Trillions: Thriving in the Emerging Information Ecology before purchasing it in order to gage whether or not it would be worth my time, and all praised Trillions: Thriving in the Emerging Information Ecology:

3 of 3 people found the following review helpful. A guide to the future of ITBy David SwannA fascinating book from cover to cover. I'm an IT professional so could cope with some of the more arcane aspects... but it is well written and carefully edited to make it readable by a wider audience.As is often the case with books like this, there's a sense that if the authors were as prescient as they purport to be, they'd be billionaires with massive IT companies under their control; like those that come in for criticism which occasionally strays into rather academic pickiness. The fact is that any innovation that will enable and flourish on this 'internet of things' must be a business. If it isn't it must remain a theoretical nicety.I wasn't convinced that the authors recognized this reality of the future that will inevitably lead to a

pragmatic son-of-Microsoft rather than an idealistic son-of-Maya (Maya being the authors' company). For all Microsoft's many purist failings in terms of proprietary technology and architectural compromises, they have succeeded in delivering business value to their customers which, despite the accusations of their critics is the source of their financial success. I felt that the book could have made more of this tension between platform idealism and business pragmatism. The fact is that this book has made me think, has now been read by everyone in the office and has sparked discussions that will lead us to build better systems. For that reason, I can't recommend this book enough. 9 of 9 people found the following review helpful. Thought Provoking By Dan Droz Trillions is one of the smartest, most thoughtfully written books I've read in along time, extending the idea of pervasive computing to include a new vision for an information ecology where hardware and software evolve as a network of interconnected fungible elements. The authors have managed, through great story telling and an interdisciplinary understanding of economics, business, design and technology, to make complex ideas seem both obvious and surprising. They've balanced accessible language with quite forward thinking and nicely combined each of the authors' perspectives and inputs. Especially significant is the emphasis on 'design as science' with a fundamental problem solving strategy, critical to future business success, rather than simply a technique for product differentiation or user delight. Trillions should be a 'must read' for designers, business leaders, entrepreneurs and others who see themselves playing a role in managing complexity and defining applications in the information ecology to come. (Also, the video's great too). 6 of 6 people found the following review helpful. Should help us start connecting the dots - and there are a lot of dots By G. Hirsch My clients and I like thinking about the future - it's important to business strategy, and a challenge to envision your industry's future and prepare to capitalize on it. So, for the holidays this year, I'm sending each client a copy of Trillions. This book is about preparing for the inevitable moment when everything in our lives is connected through the Internet. For forward-thinking companies, this means significant opportunity. The central premise of Trillions is that, in a short time, everything we make will be connected (phones, laptops and TVs are only the beginning). We'll expect a trillion microprocessors to share instant access to trillions of files. Trillions explains that, while there's no way to avoid the complexity to come, we can minimize its cost and pain by using principles of good design. But this, according to the authors, will require the web to be re-engineered - from an architecture of hyperlinks and URLs, to an ocean of information objects whose identity has nothing to do with their locations; and from the client-server model that has made cloud computing a major industry, to a new P2P framework, dissociated from its music piracy roots. The trillion-node network does seem inevitable, whether the authors' reinvention of the web happens or not. I would have liked the authors to attempt to tackle a few dicey policy and technical questions about their envisioned information commons. Nonetheless, Trillions does its job: it will get you thinking about the new business models and technologies that may emerge from this, and the role your business or profession could play in that world. I recommend Trillions, not to find the answer to every question, but to start connecting the dots.

We are facing a future of unbounded complexity. Whether that complexity is harnessed to build a world that is safe, pleasant, humane and profitable, or whether it causes us to careen off a cliff into an abyss of mind-numbing junk is an open question. The challenges and opportunities--technical, business, and human--that this technological sea change will bring are without precedent. Entire industries will be born and others will be laid to ruin as our society navigates this journey. There are already many more computing devices in the world than there are people. In a few more years, their number will climb into the trillions. We put microprocessors into nearly every significant thing that we manufacture, and the cost of routine computing and storage is rapidly becoming negligible. We have literally permeated our world with computation. But more significant than mere numbers is the fact we are quickly figuring out how to make those processors communicate with each other, and with us. We are about to be faced, not with a trillion isolated devices, but with a trillion-node network: a network whose scale and complexity will dwarf that of today's Internet. And, unlike the Internet, this will be a network not of computation that we use, but of computation that we live in. Written by the leaders of one of America's leading pervasive computing design firms, this book gives a no-holds-barred insiders' account of both the promise and the risks of the age of Trillions. It is also a cautionary tale of the head-in-the-sand attitude with which many of today's thought-leaders are at present approaching these issues. Trillions is a field guide to the future--designed to help businesses and their customers prepare to prosper, in the information.