



## Breakpoint: Why the Web Will Implode, Search Will Be Obsolete, and Everything Else You Need to Know about Technology Is in Your Brain

By Jeff Stibel

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. New York Times Bestseller USA Today Bestseller We are living in a world in which cows send texts to farmers when they re in heat, where the most valuable real estate in New York City houses computers, not people, and some of humanity s greatest works are created by crowds, not individuals. We are in the midst of a networking revolution set to transform the way we access the world s information and the way we connect with one another. Studying biological systems is perhaps the best way to understand such networks, and nature has a lesson for us if we care to listen: bigger is rarely better in the long run. The deadliest creature is the mosquito, not the lion. It is the quality of a network that is important for survival, not the size, and all networks the human brain, Facebook, Google, even the internet itself eventually reach a breakpoint and collapse. That s the bad news. The good news is that reaching a breakpoint can be a step forward, allowing a network to substitute quality for quantity. In...



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