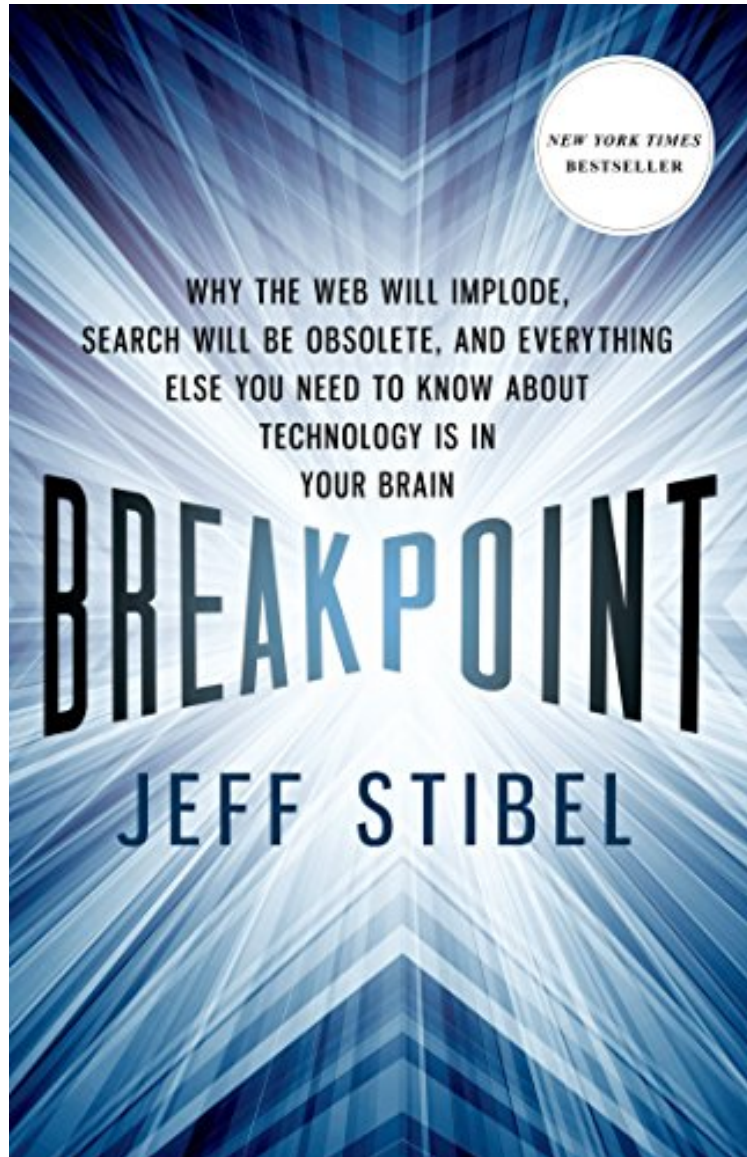


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Breakpoint: Why the Web will Implode, Search will be Obsolete, and Everything Else you Need to Know about Technology is in Your Brain

Jeff Stibel

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Jeff Stibel : Breakpoint: Why the Web will Implode, Search will be Obsolete, and Everything Else you Need to Know about Technology is in Your Brain before purchasing it in order to gage whether or not it would be worth my time, and all praised Breakpoint: Why the Web will Implode, Search will be Obsolete, and Everything Else you Need

to Know about Technology is in Your Brain:

1 of 1 people found the following review helpful. Excellent Read!By StevenReally great narratives of how brains work compared to the internet, comparing neurons to computers and to ants in a colony. Then throw in other forms of networks, like traffic, and you just learn, learn, learn and have fun!1 of 1 people found the following review helpful. Really fun read!By L. LongI get easily bored by technology books but I read an excerpt of this book on Wired.com and decided to download the Kindle edition. I'm so glad I did. It's about much more than just technology. For instance, I learned a ton about ant colonies which are way more fascinating than I ever imagined. Who knew that ants make slaves out of other ants and also raise other species of insects? It seems out of left field to read about ants, but Stibel's argument is that networks are networks are networks... so we can learn about any technology related to the internet by studying networks like ants and our own brains.Also, it's not as doomsday as the subtitle makes it seem. In fact, Stibel seems to have a pretty optimistic view about where technology is headed. His enthusiasm is infectious - I can't for artificial intelligence and for my brain chip with the internet on it! And my hovercraft! Okay, he doesn't promise a hovercraft, but he does have some suggestions for how to make traffic better (after all, the highway system is just another network).Highly recommend this book to anyone who likes learning about new things in an interdisciplinary way!1 of 1 people found the following review helpful. Important bookBy Arthur J. DeaneA very important book that starts by showing how identities initially grow fast but later contract to a more efficient size. Author used this concept to research the current internet and show how these growth paths will effect the internet. He goes on to predict how these trends and development wil effect the internet and significantly change it Predicts many large internet companies will have difficulties and may dissappear as we currently know themA significant book that should be read by all internet users and potential investors in technology companies

From BooklistStibel, brain scientist and entrepreneur, compares the Internet to the human brain as a network, and, as with all networks, the Internet is approaching a break point, along with many technologies and businesses that rely on it. Yet, as in nature, the break point will bring better things because "the fittest species are typically the smallest. . . The unit of measure for progress isn't size, it's time." We learn that post-break-point technology networks (he cites the Internet, the web, and Facebook) are just tools to further connect humans more deeply while encouraging and enhancing equality, since social media promotes democracy. The author contends that technology networks must encourage growth at all costs and avoid monetization too early, which requires patience but also requires "shifting gears" once the break point is reached. He suggests that "technology is on the verge of creating the types of things habitually reserved for humans: consciousness, intelligence, and emotion." A fascinating book with important ideas for a wide range of library patrons. --Mary WhaleyFrom Kirkus sBrain scientist and entrepreneur Stibel (Wired for Thought: How the Brain Is Shaping the Future of the Internet, 2009) offers a provocative view of the future of the Internet.Drawing on an understanding of the behavior of natural networks ranging from ant colonies to the human brain, the author notes that all successful networks develop in the same way. After a period of enormous growth, they reach a breakpoint, or pivotal moment, when they have overgrown and begin to decline. They then enter a state of equilibrium, in which the network grows not in quantity but in quality: Ant colonies exhibit greater intelligence; the brain grows wiser. Arguing that the Internet mirrors the brain (in effect, it is a kind of brain), Stibel writes that the Internet is approaching, but has not yet reached, a breakpoint; instead, its carrying capacity has been extended with broadband technology. To continue expanding at its current meteoric pace, it will have to evolve to use different energy sources, such as a chemical system, to increase the amount of information it can handle. In time, the Internet will hit the breakpoint, but that is not necessarily a bad thing. "Just as the brain gains intelligence as it overshoots and collapses," writes Stibel, "so too may the Internet." The author conjures a future online world that is smarter, denser and more relevant, relying on links with depth and dimensionality—the same kind found in a brain at equilibrium. Stibel applies his approach to a consideration of many issues, arguing that forced growth caused MySpace to collapse and may yet do the same with Facebook; that specialized apps will eliminate the need for search engines; and that eventually, there will be a unity of mind and machine, with two networks coming together as one.Lucid and authoritative. "A great read - lots of fun, very engaging, full of new facts and smart insights." --Daniel Gilbert, bestselling author of Stumbling on Happiness; Professor of Psychology, Harvard University"Breakpoint is an engaging comparison of the rise and fall of nature's networks and the lessons we all need to be learning from them as we become increasingly dependent on the internet." --Jon Stewart, host of BBC's Science in Action, and columnist at BBC Future"Brain scientist Jeff Stibel uses a wide ranging set of fascinating examples to answer why the web will implode and search will be obsolete drawing on parallels of the architecture of our brains." --Gordon Bell, Author of Total Recall and a Recipient of the Presidential National Medal of Technology"Stibel's keen insight into biological networks, including our brain's neural networks, provides the perfect analog for the emerging technological networks.

Breakpoints have long been the difference between success and extinction in biology, and Stibel has proved that the same is true in the digital world. Breakpoint is an engaging book and a must read. --Ashish Soni, Founding Director of the Innovation Institute, University of Southern California

Jeff Stibel has written an easy-to-read and in-depth analysis of how the internet compares to the human brain in calculation, communication, prediction capabilities and pattern recognition. What makes his book so fascinating is the simple clarity he brings to an extraordinarily complex and fast-changing subject. Breakpoint is original, exciting, and brilliantly informative. --Bill Draper, founder of Sutter Hill Venture and author of The Startup Game