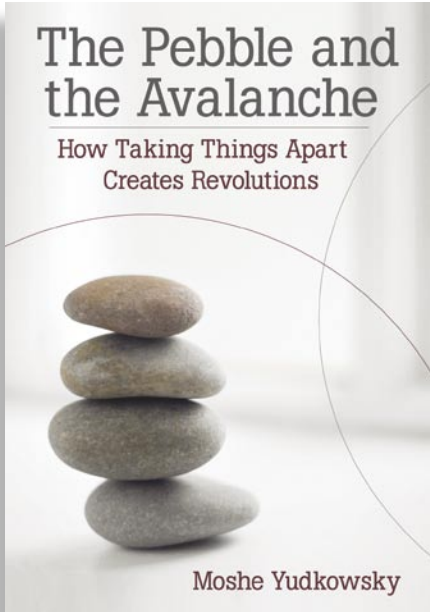


Moshe Yudkowsky

The Pebble and the Avalanche

How Taking Things Apart Creates Revolutions



- Offers a completely new, “big picture” look at what causes whole industries to change
- Shows how this concept can be applied in any industry to unleash creativity and create dramatic improvements
- Demonstrates that many of the most important breakthroughs of the past 200 years resulted from applying this concept

What do most of the technical and business innovations of the past 200 years have in common? Moshe Yudkowsky says the answer is simple: disaggregation.

Disaggregation means taking things apart—for example, the break-up of AT&T, which vastly improved phone service in every way. But there are more subtle examples. Digital music doesn't rely on records, tapes, or CDs; digital photographs don't require ink or paper; and digital movies don't need film. This disaggregation of information from the storage medium has enabled millions of people to create and share their work (and others') far more easily than ever before, with truly enormous implications.

Yudkowsky details exactly how disaggregation works, describing five different ways of taking things apart, the many benefits of disaggregation, and how to use disaggregation to develop new innovations. The book is filled with dozens of examples from the past 200 years demonstrating that some of the most important innovations in history—interchangeable parts, the automobile, personal computers—were actually examples of disaggregation in action.

The Pebble and the Avalanche also offers strategies for successfully adapting to a disaggregation revolution, and explores the futility and serious negative consequences of trying to suppress disaggregation, again using actual examples. And Yudkowsky points towards the future, identifying three industries that are about to be completely transformed by disaggregation.

Moshe Yudkowsky is president of Disaggregate, a consulting firm, and is Chair of the Midwest Speech Technology Association. Prior to that he was Senior System Architect for speech recognition at Dialogic. He received a Ph.D. in Condensed Matter Physics from Northwestern University, where he was assistant director of the Nuclear Magnetic Resonance Laboratory for two years. He has also worked at Bell Labs, and is the author of several patents.

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