

Future Hype: The Myths of Technology Change



Conventional wisdom says that technology is the greatest new growth frontier, coupling infinite potential with an ever-growing number of faster, more efficient, and more reliable products and instruments. According to this view, we live in an unprecedented golden era of technological expansion. Future Hype argues the opposite. Author Bob Seidensticker, who has an intimate understanding of technology on professional, theoretical, and academic levels, asserts that today's technological achievements are neither fast nor progressive. He explodes seven major myths of technology, including Change is exponential, Product cycle time is decreasing, and Today's high-tech price reductions are unprecedented. Examining the history of tech hype, Seidensticker skillfully uncovers the inaccuracies and misinterpretations that characterize the popular view of technology, explaining how and why this view has been created, and offering specific strategies for measuring progress against what is actually known rather than against what its boosters have promised.

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With technological breakthroughs from the Internet to cell phones to digital music **Future Hype - The Myths of Technology Change - Read book online** Bob Seidensticker is a successful writer who graduated from MIT and then spent 25 years in the technology industry, including an 8-year stint at Microsoft as a **Future Hype: The Myths of Technology Change - YouTube** Review. [A] clear-eyed, level-headed, and historically sophisticated view of the realities of technological change by a knowledgeable insider. -- Edward Tenner **Future hype: the myths of technology change** **The Register** According to this view, we live in an unprecedented golden era of technological expansion. Future Hype argues the opposite. eBay!