



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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What can the human brain and its relationship to the Internet tell us about our society, our technologies, and our businesses? A lot, as it turns out. The Internet today is a virtual replica of the brain, and the networks that leverage it grow and collapse in ways that are easily predictable if you understand the brain and other biological networks. Navigating the world of new technologies today can be like walking through a minefield unless you know the path. Imagine what you could do with a roadmap for where things are headed. In this fascinating look at the future of business and technology, neuroscientist and entrepreneur Jeff Stibel shows how the brain can act as a guide to understanding the future of the Internet and the constellation of businesses and technologies that run on it.

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