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Nota di contenuto	<p>Bricklin on Technology; About the Author; Credits; Acknowledgments; Contents; Chapter 1: Introduction: Case Studies and Details; Why Delve Into Details?; The Mindset of an Engineer; Chapter 2: What Will People Pay For?; Cell Phone Use; Photographs; Getting Paid; Self-Expression; Chapter 3: The Recording Industry and Copying; Example from Another Industry; A Book Publisher Speaks; What Happened Since; Legal Issues with Copying; Chapter 4: Leveraging the Crowd; "The Cornucopia of the Commons" Essay; Related Writings; Chapter 5: Cooperation; Dan Ariely, March 2, 2008</p> <p>Learning About Cooperation from the NavyChapter 6: Blogging and Podcasting; Observations through Their Development; About Blogging; Some General Comments about Creating Personal Material to Share on the Web; I Asked a Question and the World Answered; How Blogging Helped Blogger; Bloggers at the 2004 DNC in Boston; Podcasting; Chapter 7: Tools: My Philosophy about What We Should Be Developing; Some Specific Tools; The Value of Being General Purpose; Chapter 8: Hands On: Tablet and Gestural Computing; Gestures and No Pen; What the Devices of the Future Will Be Like</p> <p>Looking at the Usability Aspects of a Famous SituationChapter 9: The Long Term; Chapter 10: The PC: Historical Information about an Important Tool; Source Material; Chapter 11: The Wiki: An Interview with Its Inventor; Ward Cunningham, February 14, 2007; Chapter 12: VisiCalc; The VisiCalc Story; Summing It All Up; Index</p>
Sommario/riassunto	<p>In a world that divides us, technology creates connection. Cell phones, e-mail, digital cameras, personal Web sites-they all join us, however tenuously, to what we value. Is connectivity what we're willing to pay for? Should technology be our servant or a tool that helps us do other things? What can we really learn from Napster? What would intelligent standards for touch-screen user interface look like? How does technology evolve, and what drives that evolution? For Dan Bricklin, technology cannot exist independently of the lives and needs of those who use it. For more than a decade he has s</p>