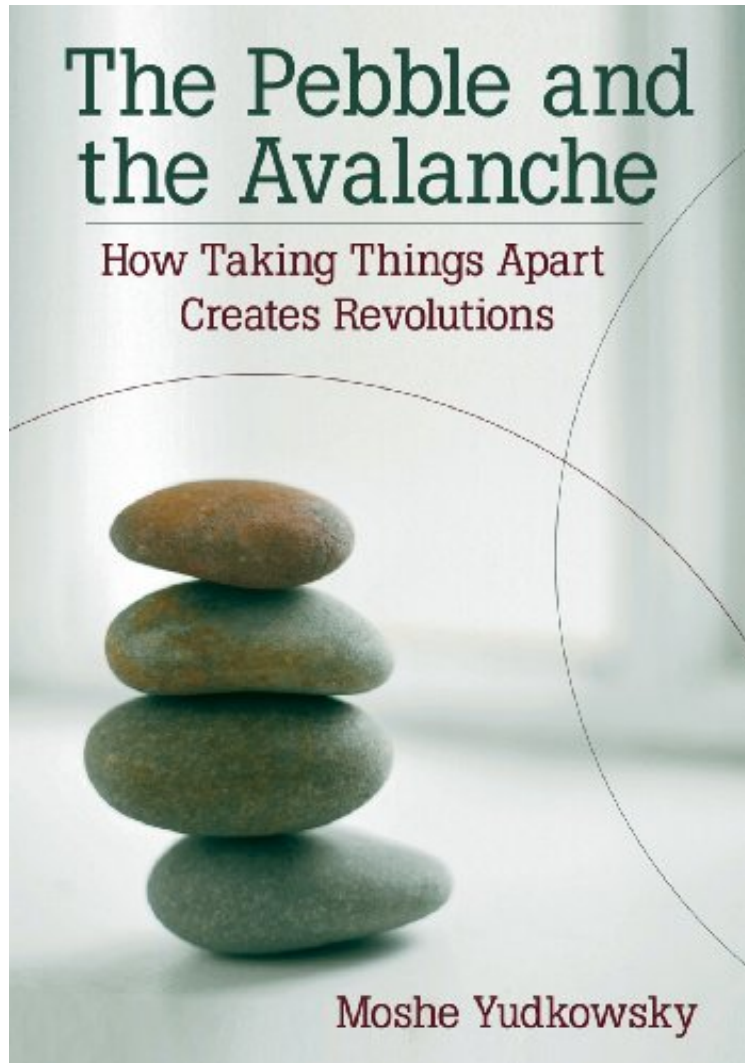


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# The Pebble and the Avalanche: How Taking Things Apart Creates Revolutions

*Moshe Yudkowsky*

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**Moshe Yudkowsky : The Pebble and the Avalanche: How Taking Things Apart Creates Revolutions** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Pebble and the Avalanche: How Taking Things Apart Creates Revolutions:

5 of 6 people found the following review helpful. The Pebble and Social ScienceBy Linda FreedmanI thought that without an engineering or business background that I might not "get" this book. Wrong! Dr. Yudkowsky writes as a master teacher. He reviews concepts and outlines chapters to make this most intelligible and provides clear, entertaining examples. As a family systems therapist, I found it a brilliant treatment of systems, the ultimate metaphor for what happens to all of us as we grow up and move on in life. That complex organism we call the family naturally

disaggregates and evolves as children leave home, evolve, raise children, and inevitably modify the culture of the family of origin, or "parent company". This should be required reading for all sociologists and mental health professionals, and obviously for anyone who intends to go corporate in the business world. 3 of 5 people found the following review helpful. Fascinating read, even without interest in business. By SU This is a really wonderful read. The book manages to pack a rather impressive amount of material backing up a solid thesis into a relatively short, readable, and \*enjoyable\* form. Even though I never expect to do anything from the management/business side of managing disaggregation, the paradigm Yudkowsky presents provides an excellent framework for assessing changes in technology and society. Furthermore, in just a few days I've already come up with dozens of possible applications to my own interests and work, and I'm currently using the ideas in the book to sort through how I can apply these ideas. A highly recommended read. 2 of 4 people found the following review helpful. From separating information from its storage medium to breaking up large company structures for better service. By Midwest Book Review Moshe Yudkowsky's *The Pebble And The Avalanche: How Taking Things Apart Creates Revolutions* discusses the dynamic of 'disaggregation', in which changing industries rely on changing established structures and routines for modern advantage. From separating information from its storage medium (as in downloading data from the Web) to breaking up large company structures for better service and more clearly defined products, *The Pebble And The Avalanche* examines how disaggregation works: the five methods used to take things part, and how this can generate new innovations and business options.

*The Pebble and the Avalanche* shows how the Internet, the auto industry, music downloading, and other rapidly evolving industries are all connected by the same dynamic -- disaggregation. Moshe Yudkowsky shows why this dynamic is crucial to survival in the 21st century marketplace, and how you can use it to bring about change in your industry. Disaggregation means taking things apart -- for example, the break-up of ATT, which greatly improved phone service. But there are more subtle examples. Separating information from the storage medium -- digital music doesn't rely on records, tapes, or CDs; digital photographs don't require paper; and digital movies don't need film -- has enabled millions of people to create and share their work (and others') far more easily than ever before, with enormous implications. Think of this process as an avalanche: at the top of a mountain, rocks are jammed together in a solid mass. Pry some of these rocks loose and you will unleash a tremendous outpouring of energy that sweeps everything from its path. The same thing happens in technology: with the right innovation, you can pry the pieces of technology apart and unleash an outpouring of powerful ideas that shake apart whole industries. Yudkowsky details exactly how disaggregation works, describing five different ways of taking things apart, and the many ways it can be used to generate new innovations. *The Pebble and the Avalanche* provides strategies for successfully adapting to a disaggregation revolution, and points towards the future, identifying several industries that are about to be completely transformed by disaggregation.

About the Author Physicist Moshe Yudkowsky has worked on large-scale deployments of speech recognition applications since 1987. Dr. Yudkowsky is now Chair of the Midwest Speech Technology Association, an organisation of speech technology professionals in the Midwestern United States.