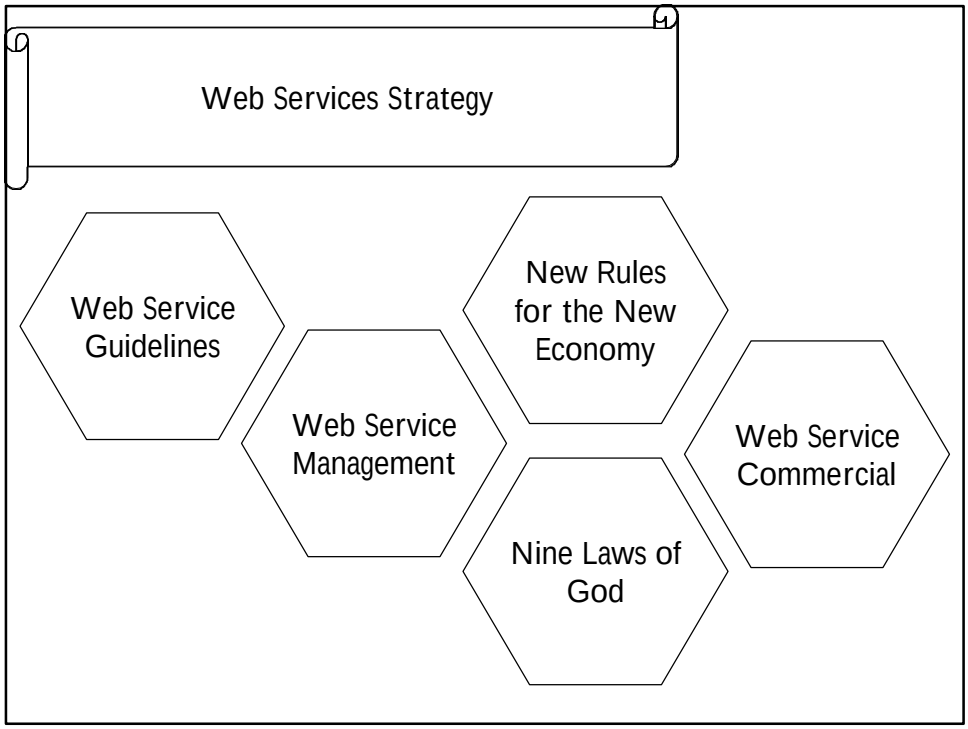

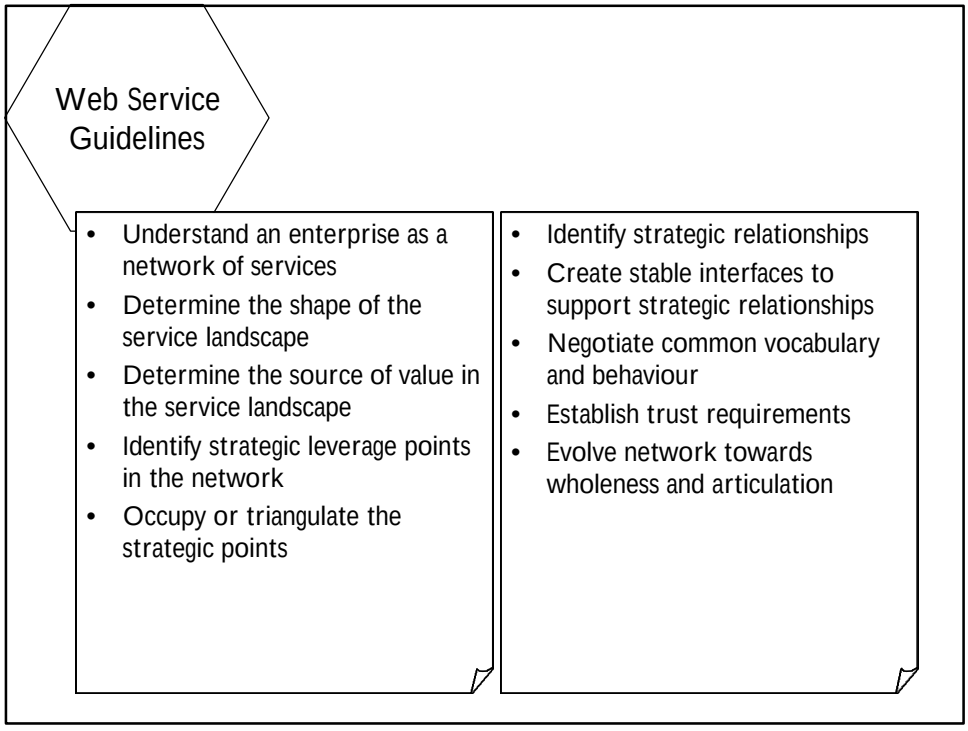

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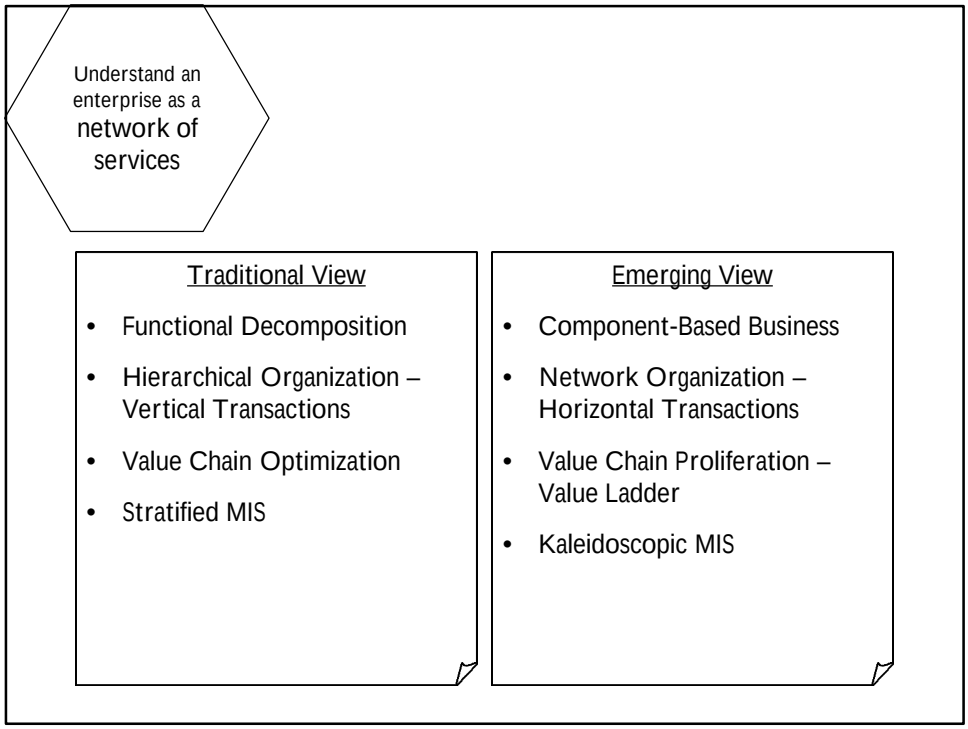

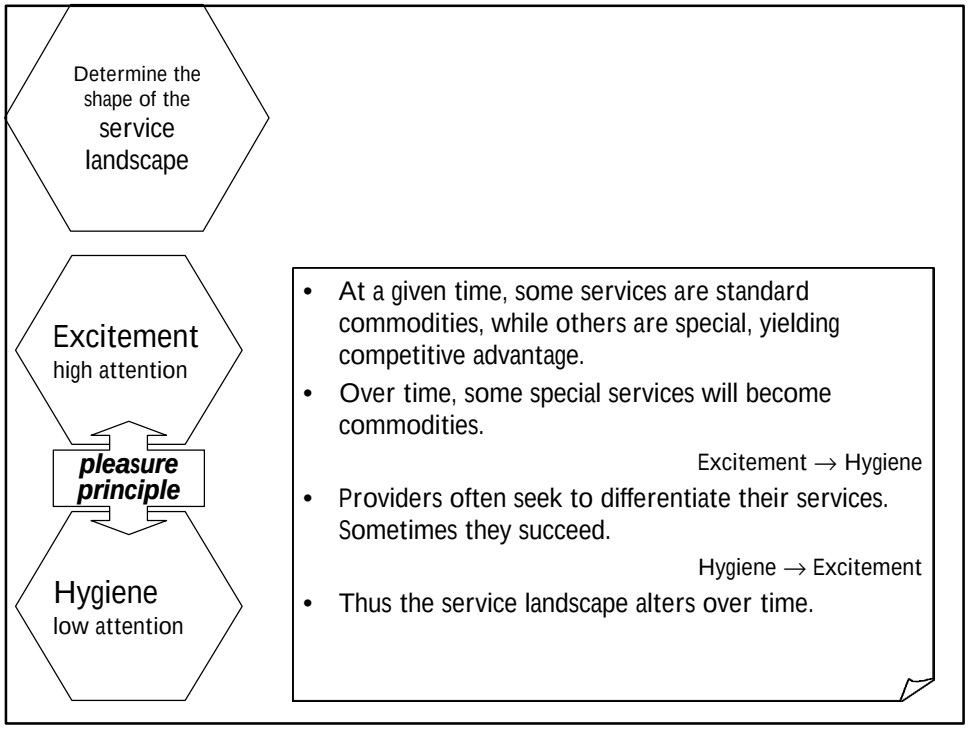

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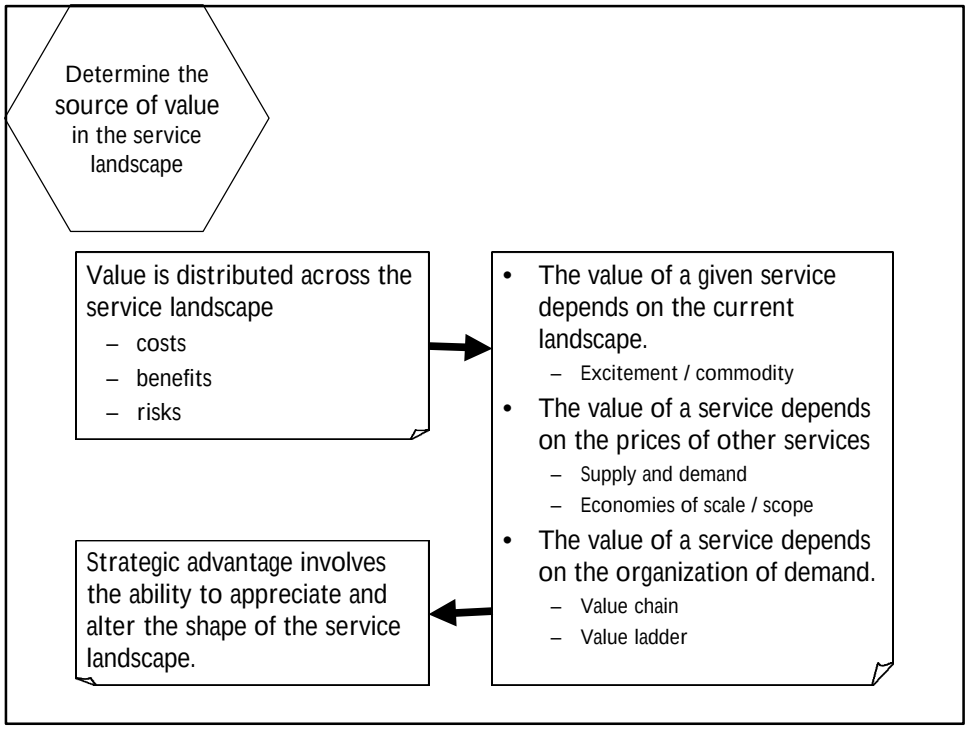

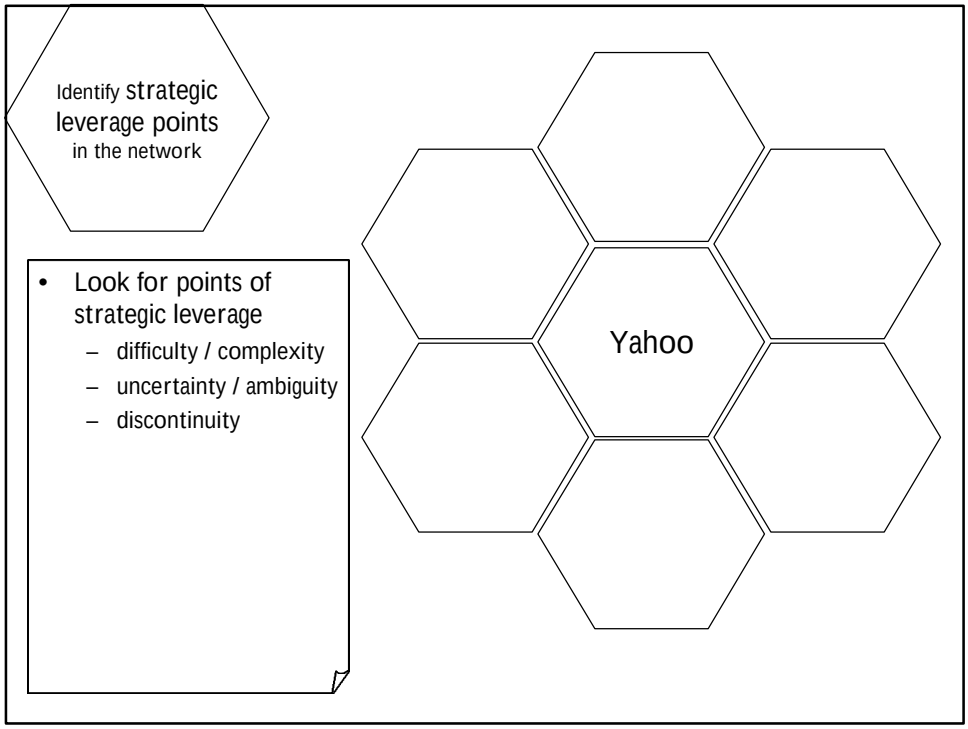

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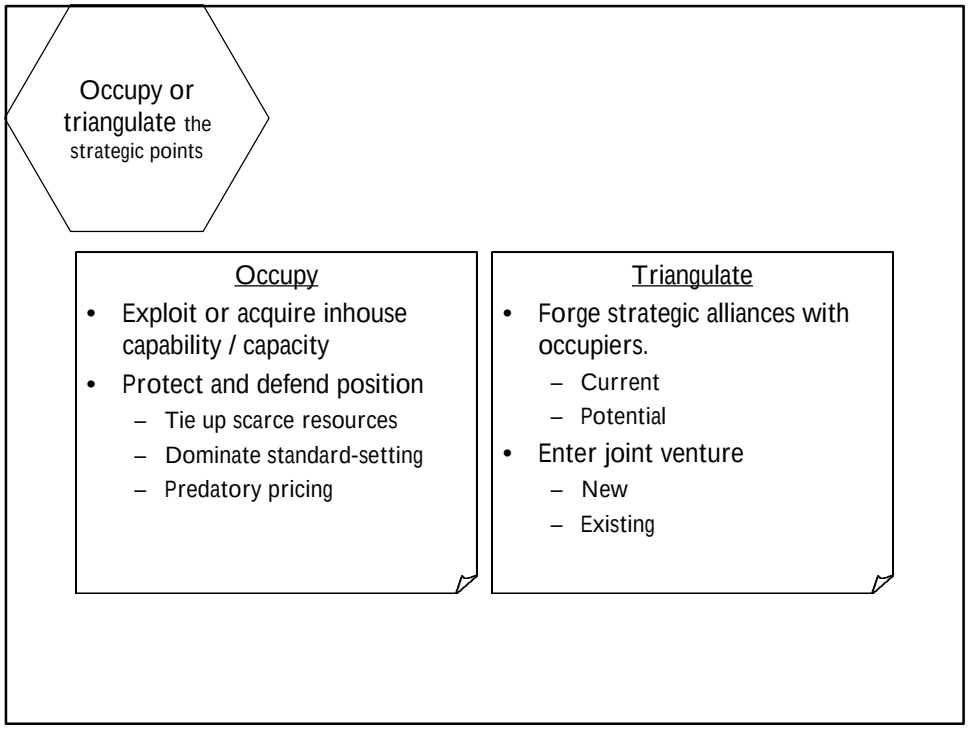

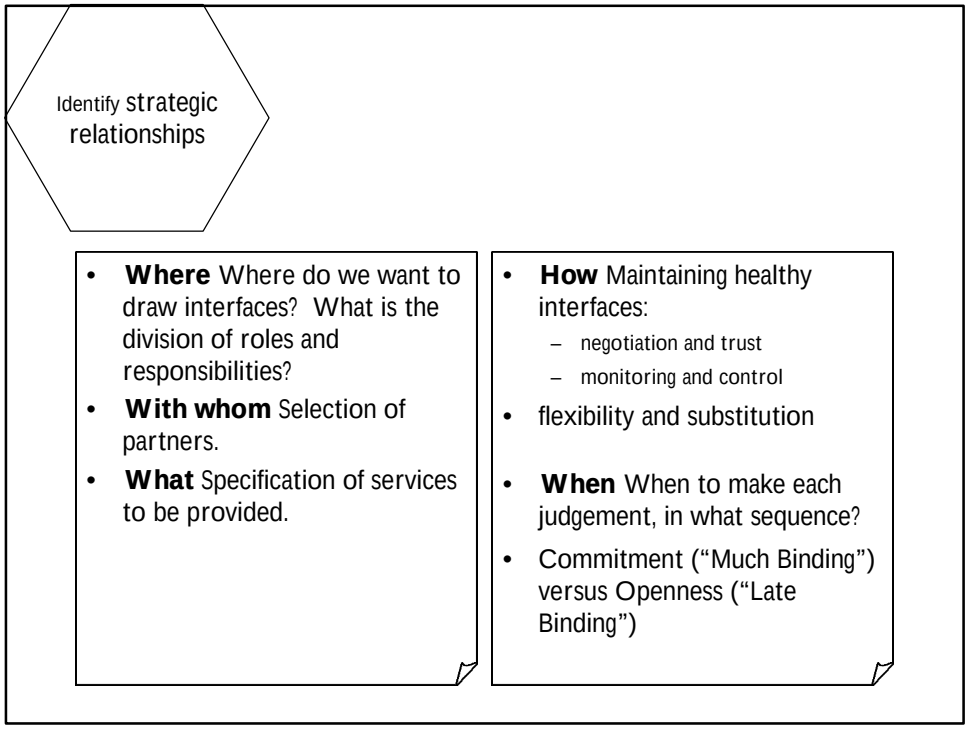

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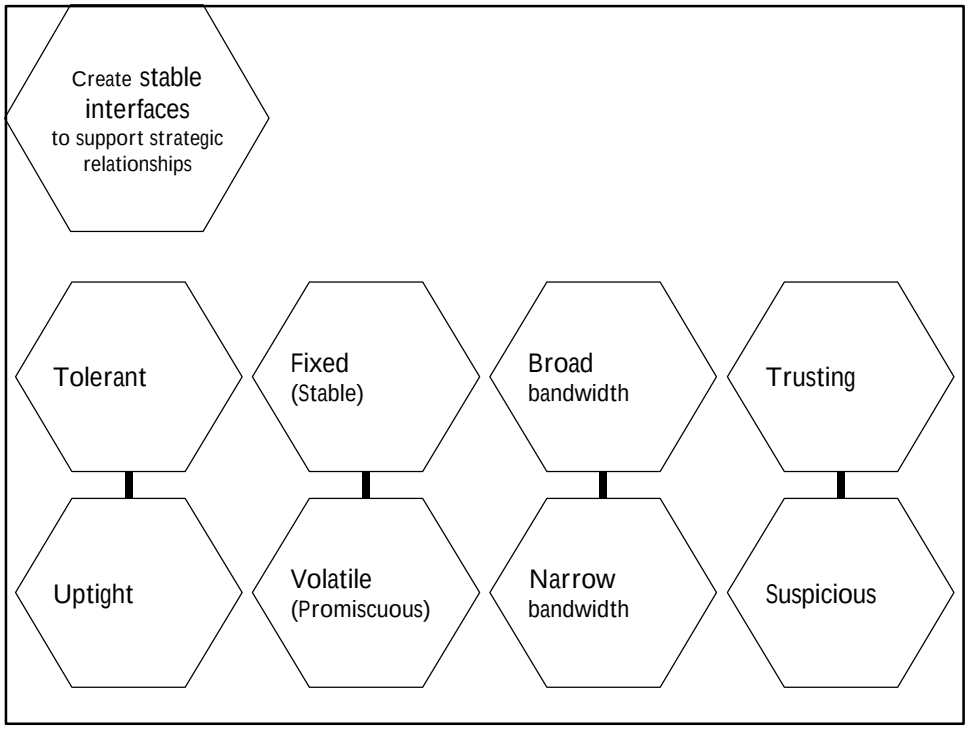

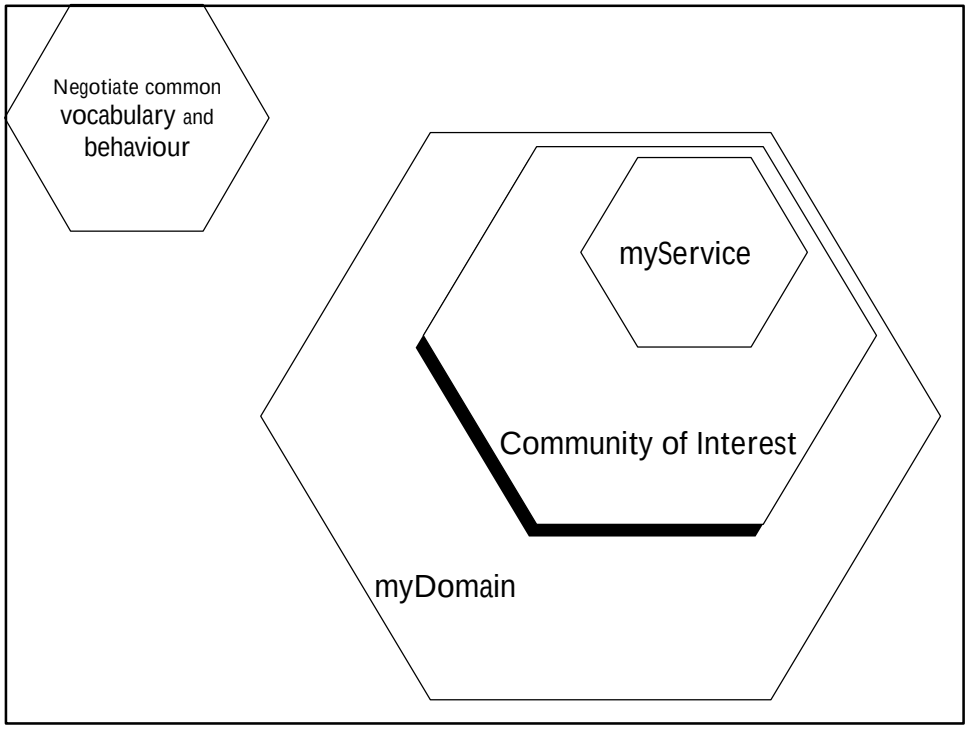

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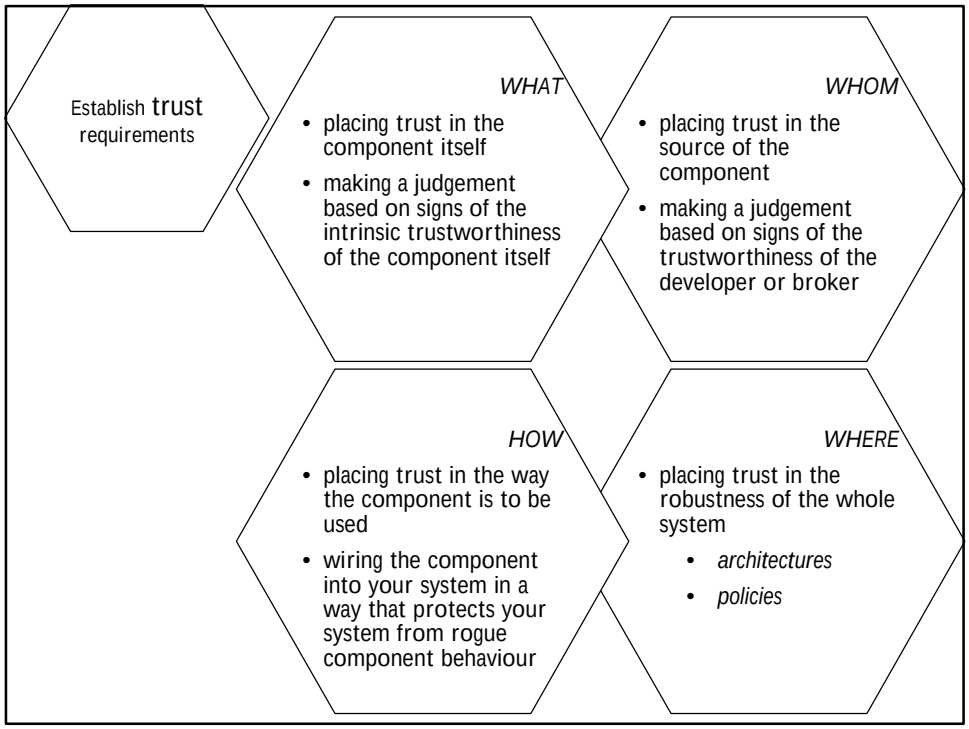

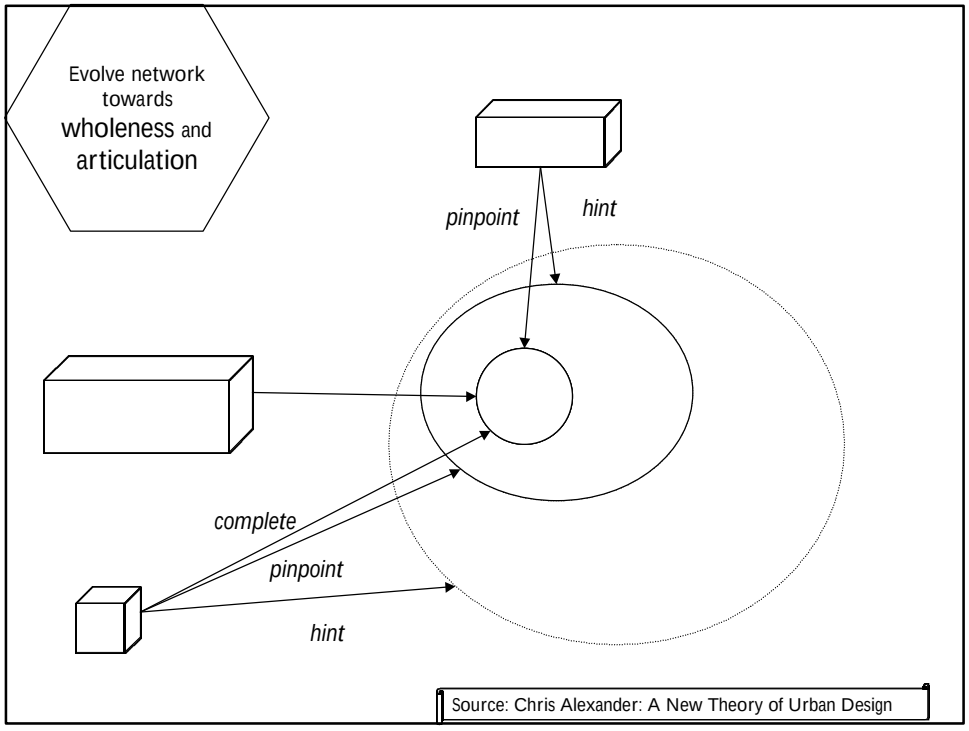

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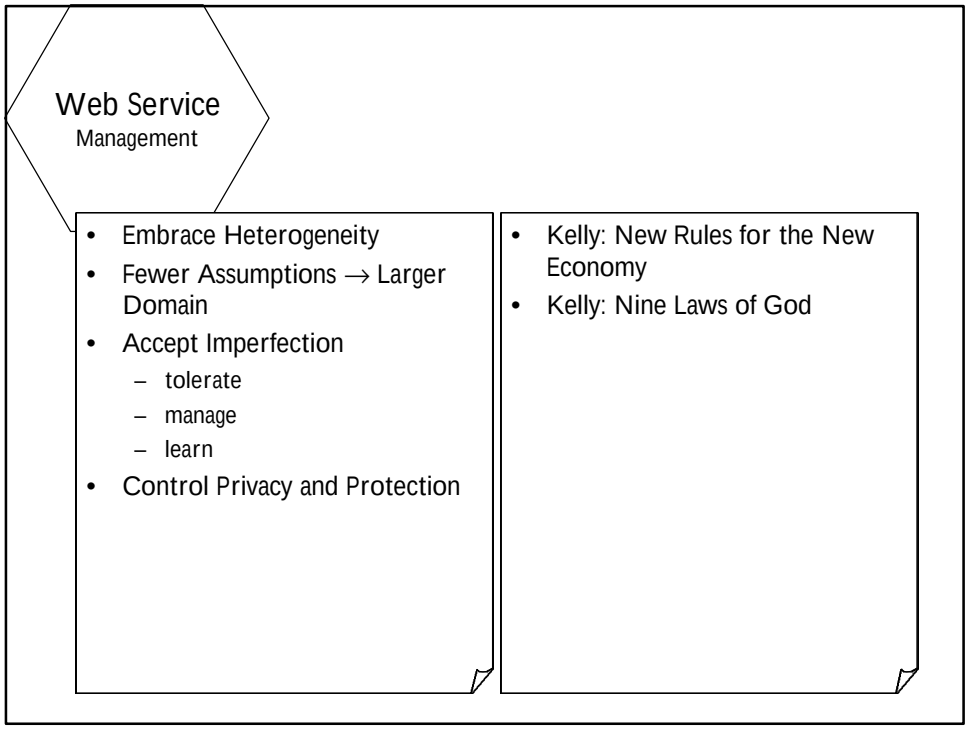

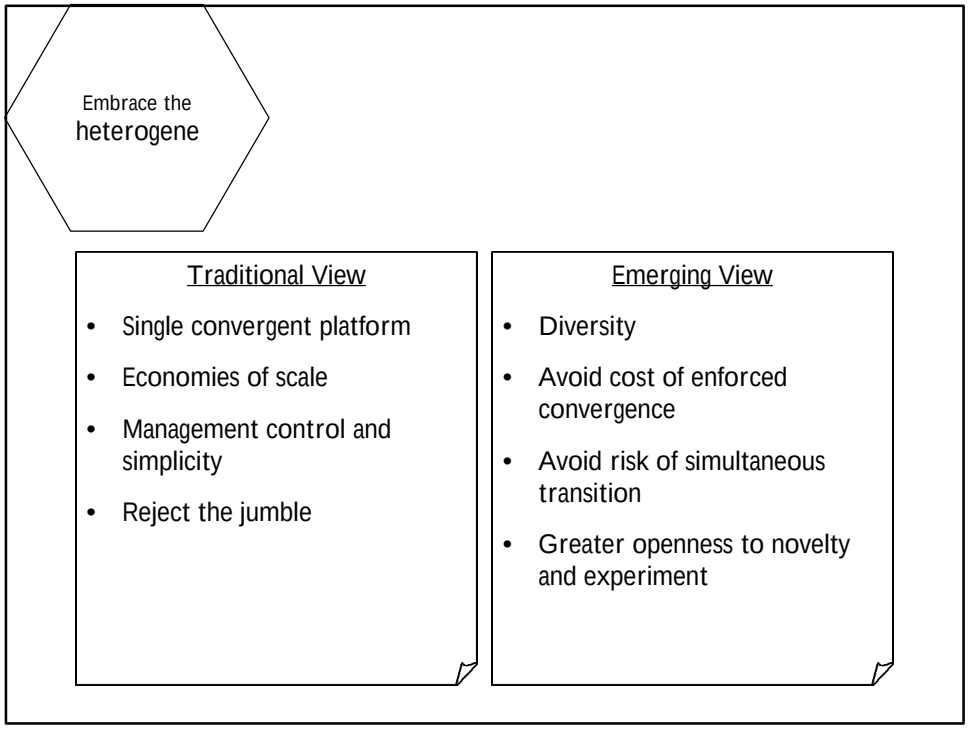

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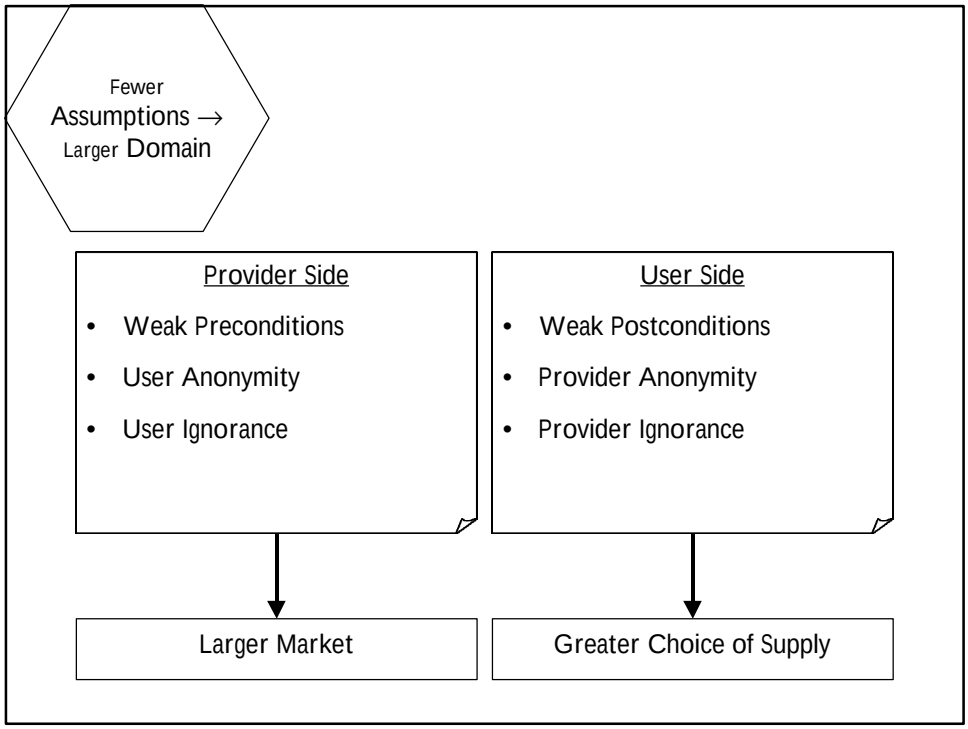

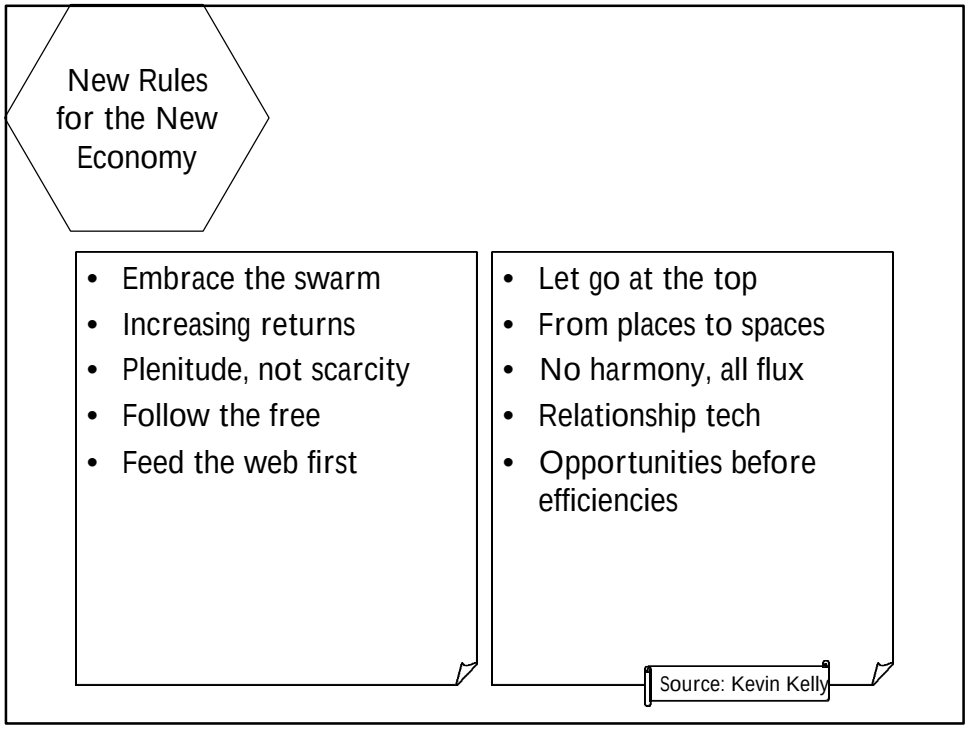

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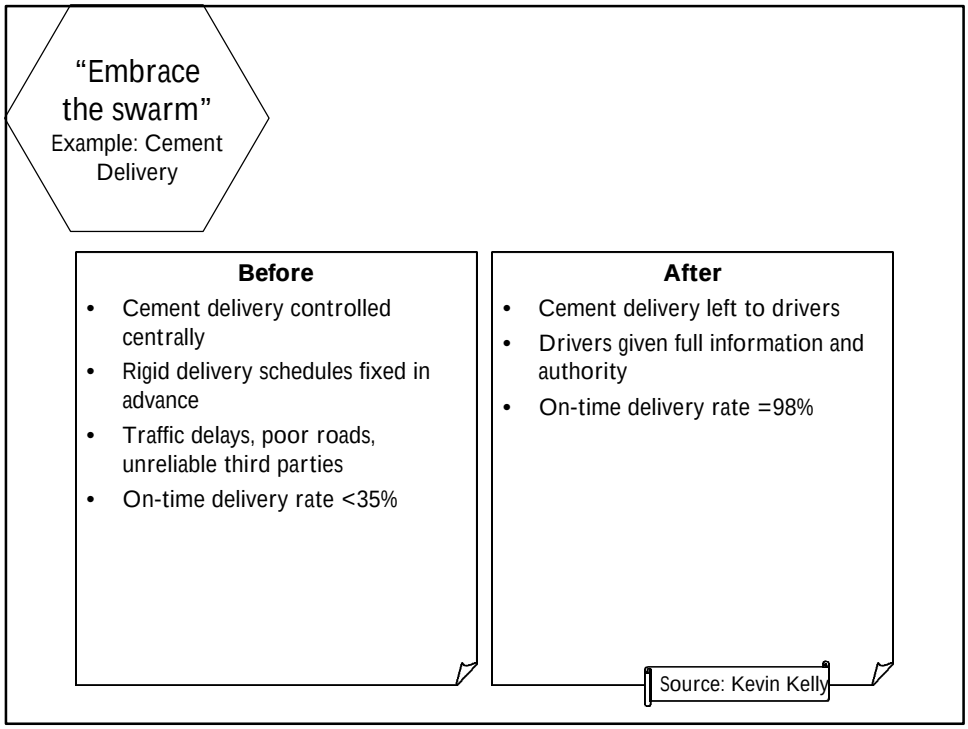

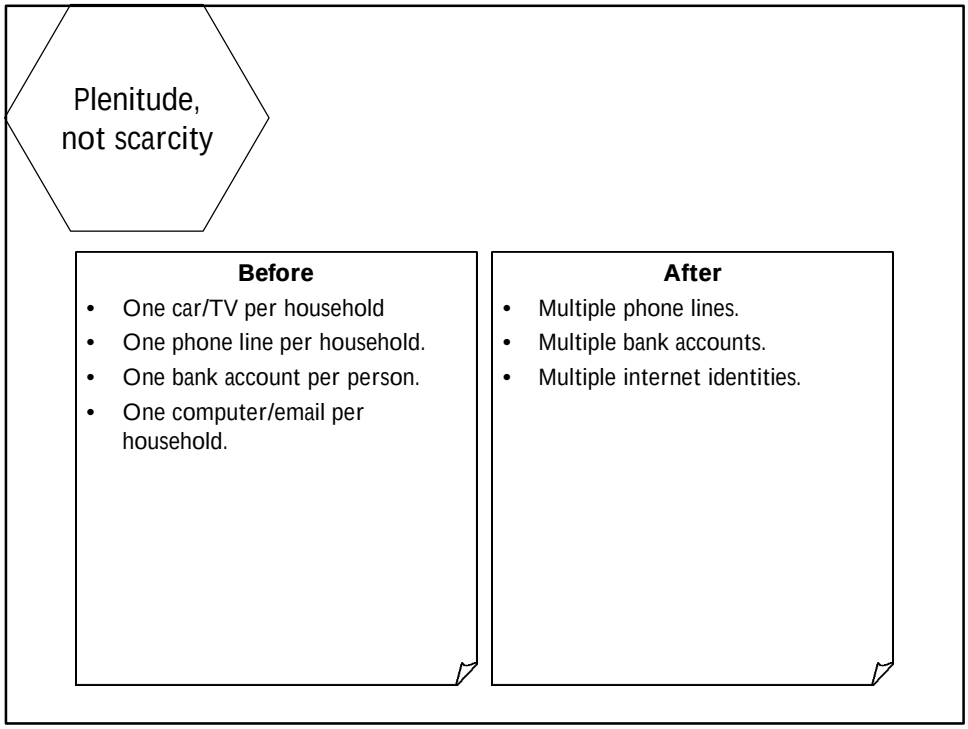

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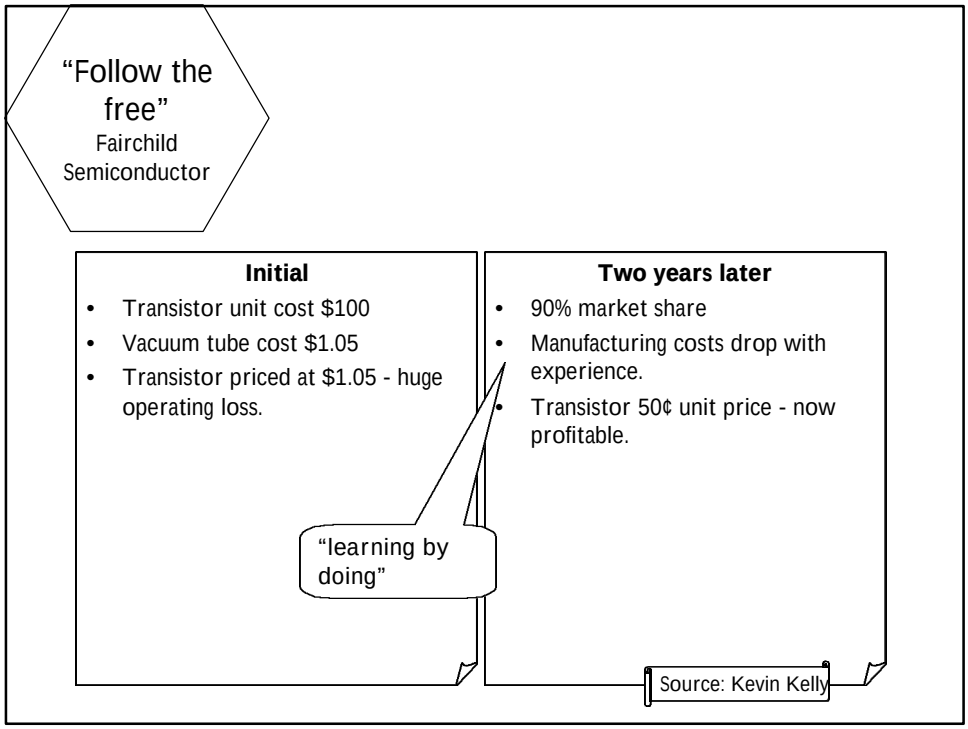

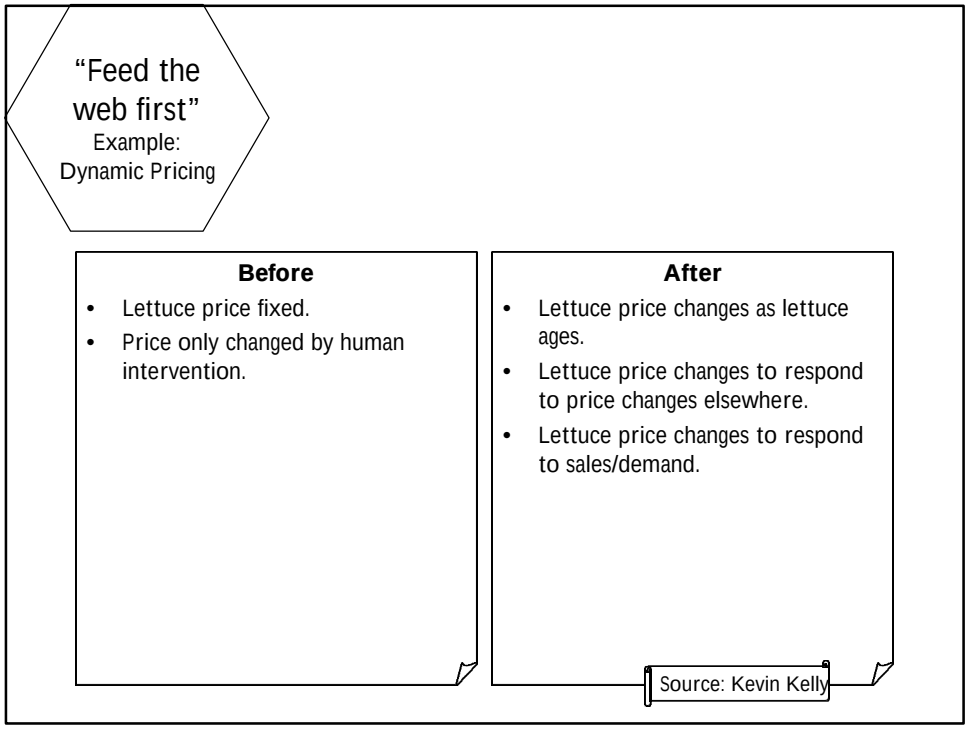

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Relationship tech

- Florist remembers your mother's birthday.
- Firefly knows your top ten favourite music albums. Amazon.
- Compaq allows customer to browse database of reported bugs.

- Component instance for each customer.
- Customer "teaches" component.
- Component co-located with customer.

Source: Kevin Kelly

Nine Laws of God

- Distribute Being
- Control from the Bottom Up
- Cultivate Increasing Returns
- Grow by Chunking
- Maximize the Fringes
- Honour your Errors
- Pursue no Optima - have Multiple Goals
- Seek persistent disequilibrium
- Change changes itself

Source: Kevin Kelly

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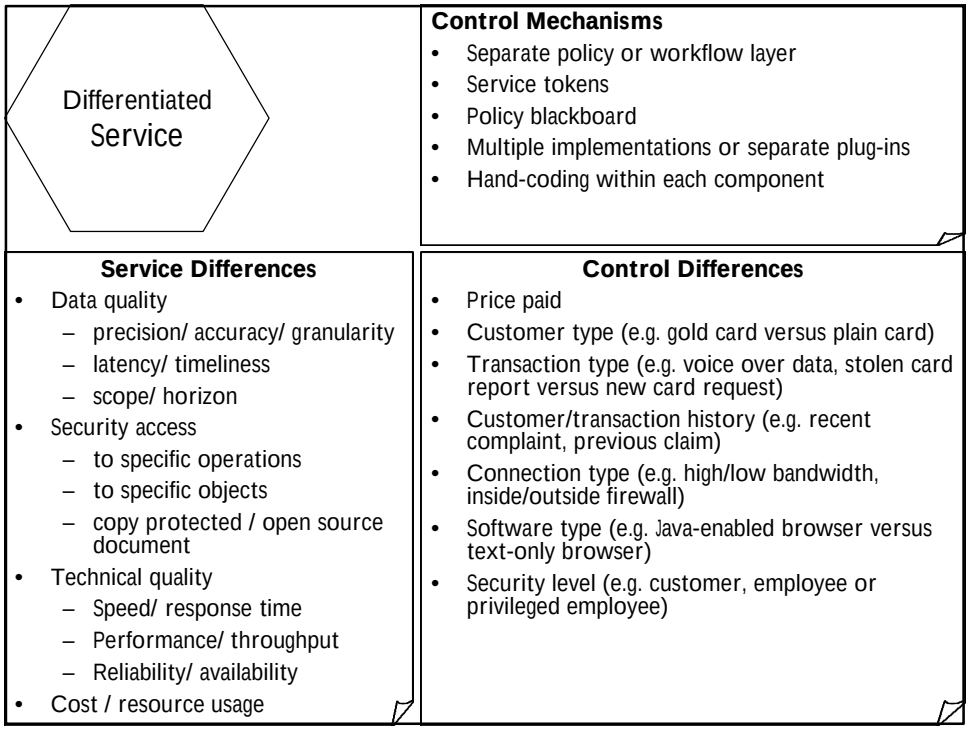

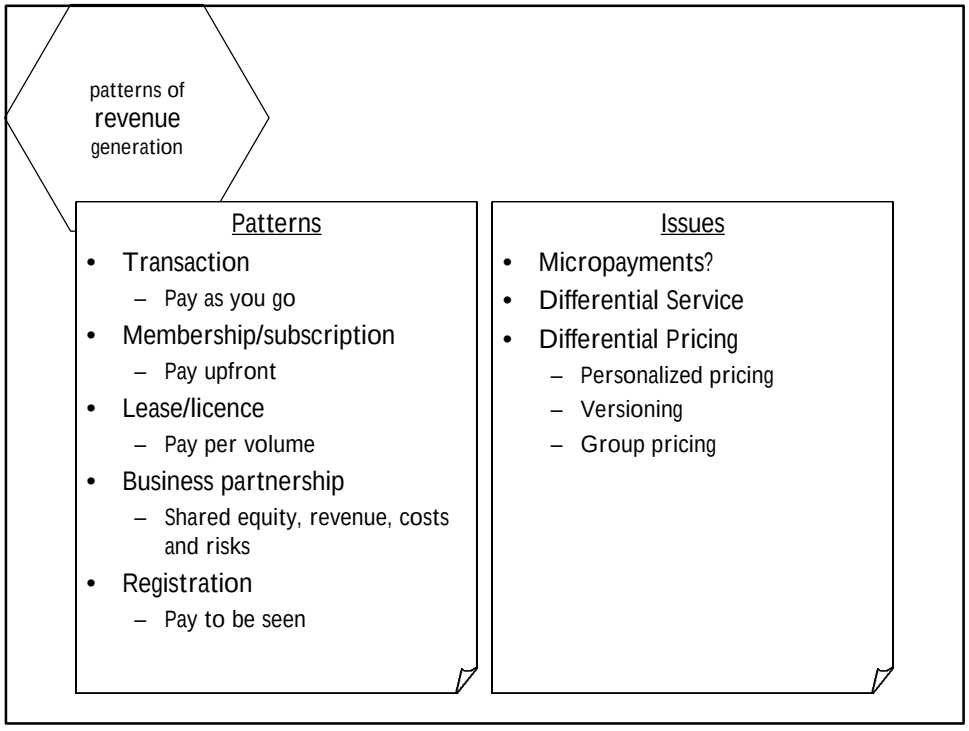

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