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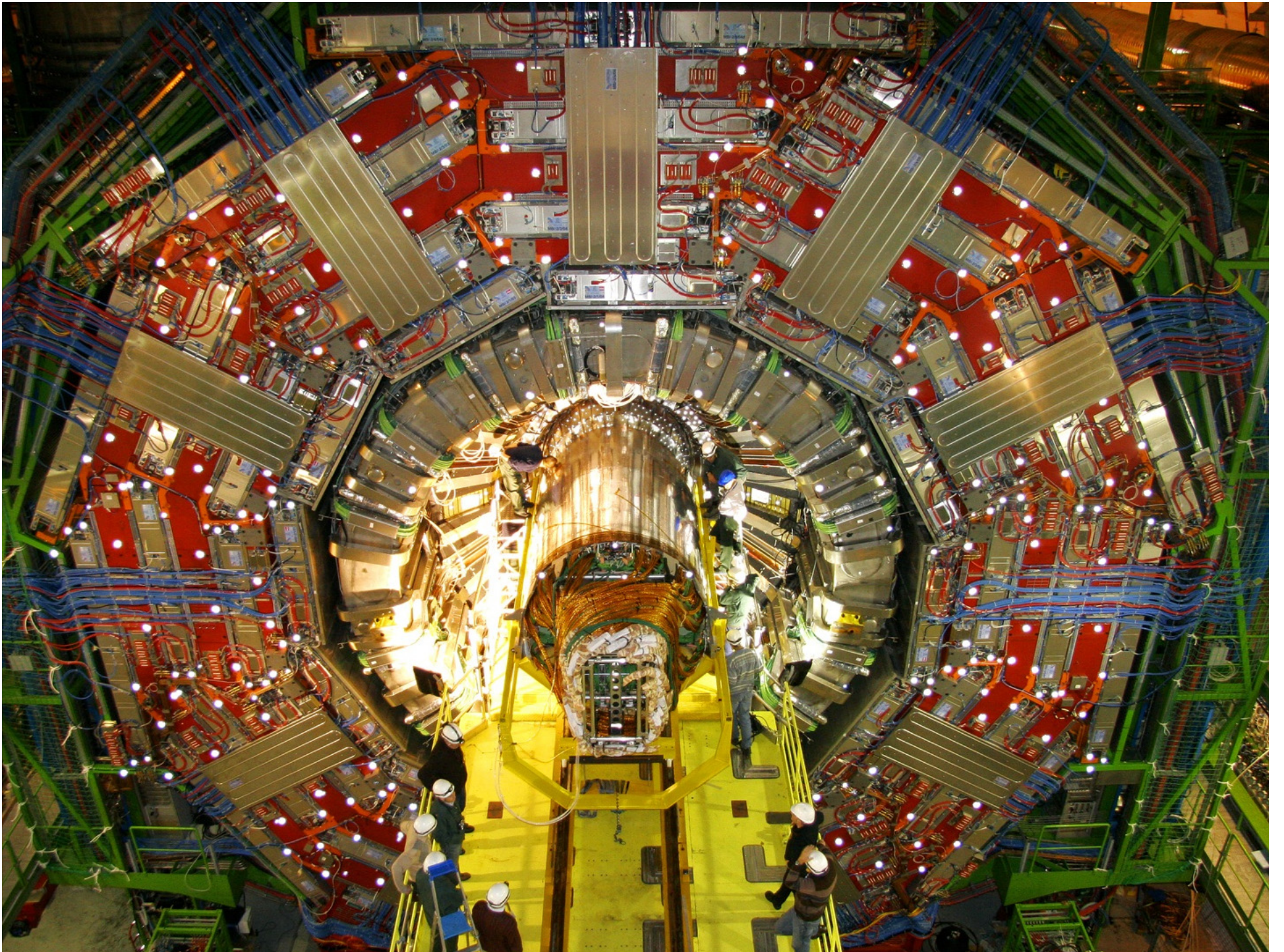
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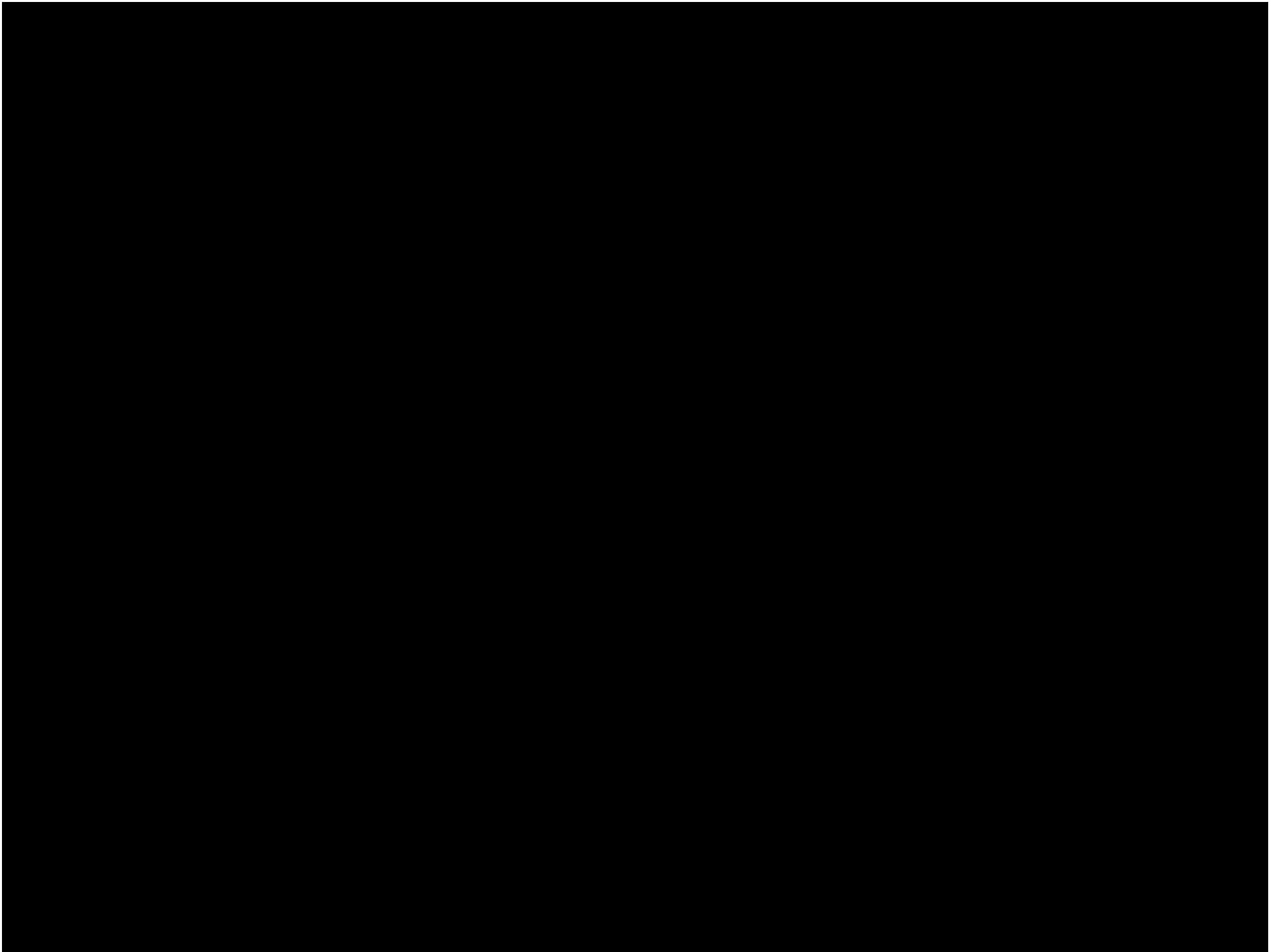
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Creu gwir
fel gwydr
o ffwrnais awen

Create truth like glass from the furnace of inspiration





The **network** is the **thing**

When you can **dramatically lower** the **costs** of connecting supply and demand, it changes **not just the numbers**, but the **entire nature** of the **market**.

Chris Anderson, *The Long Tail:
Why the Future of Business is Selling Less of More*

We expect free

The business model of research publication is untenable.

The **attention** economy



The quality of your networks

Your visibility in those networks

The internet is not a **brochure**

Seize it back from your
marketing department

Beware of IT purists

Don't let their big schemes overrule

Audit your practices and policies

What innovation do you stifle?

Researchers have to do it -
support their networking skills

Help them get
Attention



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“Ours is a brand-new world of *allatonceness*. “Time” has ceased, “space” has vanished. We now live in a global village ... a simultaneous happening.”

1 Billion **PC Chips** on the internet
2 million **emails** per second
1 million **IM messages** per second
8 terrabytes of **traffic** per second
65 billion **phone calls** per year
255 exabytes **magnetic storage**
1 million **voice queries** per hour
2 billion **location nodes** activated
600 billion **RFID tags** in use