

## Contents

<b>Preface</b>	<b>5</b>
<b>An Information Ecosystem</b>	<b>7</b>
Technology Personified	8
The Business Model	10
Efficiency	13
Digital Darwinism	13
Fluxion	14
Some Building Blocks	15
Unexpected Consequences	16
<b>Information Efficiency</b>	<b>17</b>
What's in This Section?	17
Streamlining	17
Three Google Publishing Services	19
Connecting the Dots	26
Publishing Readiness	28
<b>Good Enough Metadata</b>	<b>31</b>
What's in This Section?	31
Aboutness	31
Different and Simultaneous Methods	32
Google Indexing	33
<b>Extending Business Model</b>	<b>38</b>
What's in This Section?	38
The Advertising Model	38
Monetization of Digital Content	39
Monetization	43
Stepping Back	45
<b>Books: Knowledge Jewels</b>	<b>47</b>
What's in This Section?	47
Demographics: Youth Fuel Google	47
Book Processing for Digital Access	48
New Features in Google Books	49
<b>Selected Polymorphics</b>	<b>54</b>
What's in This Section?	54
What's Going On?	54
Google Base: Data Storage and Delivery	54
Google Directories	57
Web Logs	64

Google's Brokering Technologies	65
Content That Follows	68
Google and Potential Energy	72
<b>Knowledge and Dataspaces</b>	<b>74</b>
What's in This Section?	74
Knowledge Is Power	74
Dataspaces: Beyond the Database	76
An Example	80
<b>Automating Content Creation</b>	<b>81</b>
What's in This Section?	81
Google's Dossier Invention	81
Possible Uses	84
The Traditional Media Cost Gap	87
<b>Waves of Ones and Zeros</b>	<b>90</b>
What's in This Section?	90
The End-to-End System	90
Wave 1: Educational Publishing	91
Scholarly Publishing	93
Broadcast and Motion Pictures	95
Options	97
<b>Further Disruption Ahead</b>	<b>99</b>
What's in This Section?	99
Disruptive Waves	99
IDN: Extreme Integration	101
Mostly Lemonade from Lemons	105
Challengers	108
The Future of Google	109