
News letter - on making the difference.

A software world ?

1. [Why Software Is Eating The World-](#) “Hewlett-Packard ...announced that it is exploring jettisoning its struggling PC business in favor of investing more heavily in software, where it sees better potential for growth. Meanwhile, Google plans to buy up the cellphone handset maker Motorola Mobility. Both moves surprised the tech world. But both moves are also in line with a trend I've observed, one that makes me optimistic about the future growth of the American and world economies, despite the recent turmoil in the stock market. [Wsj.com](#)
2. [Are Software Giants Taking Over Mobile Communications ?](#) Are Today's Software Superstars Becoming Tomorrow's Communications Giants Are the telecommunications dinosaurs like AT&T, who has been around since the telegraph, doomed to extinction? [moneycontrol.com](#)
3. [Google Ponders Pay-TV Business](#) — “Internet giant [Google](#) Inc. is considering a plan to offer paid cable-TV services to consumers, a move that could unleash a new wave of competition within the traditional TV business. [Wsj.com](#)
4. [The second economy](#)— “Digitization is creating a second economy that's vast, automatic, and invisible—thereby bringing the biggest change since the Industrial Revolution...Deep changes like this are not unusual. Every so often—every 60 years or so—a body of technology comes along and over several decades, quietly, almost unnoticeably, transforms the economy: it brings new social classes to the fore and creates a different world for business. Can such a transformation—deep and slow and silent—be happening today” [mckinseyquarterly.com](#)
5. [Verizon Plans a Fast Lane for Some Apps](#)—“Wireless provider Verizon has developed technology that would allow mobile apps to request extra bandwidth for short periods—to fix a choppy video call if a local cell tower is experiencing high demand, for example, or to ensure that a video plays smoothly.” [Technologyreview.com](#)
6. [Can an Open Cloud Compete?](#) “ Many companies have flocked to cloud computing. It removes the need for expensive up-front investments in information technology departments, since computer power and storage can simply be leased. However, most cloud services are proprietary, and the technology used to run them is kept secret. Once a company signs up for one cloud service, it can be difficult to move to another provider. “ [Technologyreview.com](#)
7. [Apple, Google top R&D charts](#)— Roche and Pfizer, the pharma groups, spent more on R&D than any other brand owners in 2010, but Apple and Google, the tech giants, are seen as the most successful firms in this area. [warc.com](#)
8. [How Occupy Wall Street Occupied Twitter, Too](#) - Software reveals how the Occupy Wall Street idea spread across to the social Web as protesters took to the streets. [Technologyreview.com](#)
9. [Can Software Patch the Ailing Power Grid ?](#) “Software that enabled a utility in Washington to cut power consumption by up to 50 percent by more intelligently managing the delivery of electricity to homes and businesses will soon get a much bigger test.” [Technologyreview.com](#)
10. [What Small Businesses Can Learn from Tech Companies](#) The number one thing small businesses can learn from big tech giants is how to make the workplace more attractive to young workers. They aren't looking for the same things that their parents sought 30 years ago, and the business should not reflect 30-year old ideals and values. Big tech is hip, savvy, and fresh, and small businesses can be that way too.” [businessinsider.com](#)
11. [Web Start-Ups Hit Cash Crunch](#)— “...But as the number of tiny Web companies riding the frenzy has mushroomed, some in recent weeks have found it tough to procure new funding, investors and entrepreneurs [wsj.com](#)