



Chapter

# 13

## Digital

### Predicting the Digital Future

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In the first edition of this book, the digital world was changing so rapidly the best we could do was state all we knew about the Internet, knowing that much of it would be obsolete when the book was finally printed. Now that we are so much smarter, with this edition, we would like to list what we know for sure about the future of the digital world.

A small image showing a person on a beach with the text 'Words of Wisdom' and 'go to the beach' below it.

### Words of Wisdom

*“Ten years ago we thought of the Internet in terms of technology and not as medium. Today, we’re in the media business where we use technical people to quantify it.”<sup>1</sup>*

—Steve Moss