

With A. H. Segars, "IT: The Next 1100102 Years," *The Data Base for Advances in Information Systems*, Vol.27(4), 45-57.

Among the many trends regarding Information technology (IT), two are very fundamental in nature and are tied to the improvement in cost/performance ratios of hardware and software. These are (a) the cost of digitizing is approaching zero, and (b) the cost of coordinating is approaching zero. Based on these trends, higher order effects are predicted in an attempt to visualize impacts of IT on markets, businesses, and consumers.