

**Here and Now and Coming Very Soon: What Will Be  
the Next Big Impacts in the eEconomy**

**Panel Members:**

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One of the lessons of the past decades is that technology moves faster than we expect – and process and organizational change move slower. Once in a while they conjunct at the right time, in the right place, for the right reason. The obvious example was Netscape, the PC and the Internet.

We can be sure that wireless – in all of its many manifestations – will be a core element in the next conjunction. But it won't be the only one. Teenagers around the world have alerted us to their invention of new and unconventional uses of the mundane – SMS, Napster and Prepaid mobile – all of which are finding new applications unintended or unanticipated by their originators. So what's next? It takes a combination of experience and insight to sort through the hype and hope. Knowing what has gone before can sometimes help guide what will be.

The challenge to this panel is to provide their views on the next major conjunctions. More than this, to look at the underlying reasons and newthink that will precipitate the "Next Big Thing"