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### Leading Conversations

Friday at 10 AM Pacific

March 26th 2010: The Nature of Technology

Cheryl Esposito welcomes W. Brian Arthur, PhD, an economist and thought leader in technology, the economy, and the science of complexity. His new book, *The Nature of Technology: What It Is and How It Evolves* provides an elegant and powerful theory of technology's origins and evolution. Brian says, "I began to realize that our wealth and our well-being all emerge out of technologies...More than any thing else technology creates our world...it creates our wealth, our economy, our very way of being." How is it we know so little about the evolution of technology, something that is creating our world?

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### Featured Guest



#### W. Brian Arthur, PhD

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