

The world wide rush for the quick buck

Bruce Wright, Creative Managing Director of Mnemonic, likens the WWW to the 1887 Gold Rush, suggesting that as the frenzy for fortune and fame intensifies, initial objectives become blurred. Are design companies forgetting that the 'gold' of the Internet is the end user? At the end of the day, will the only winners be those who sell picks and shovels?

Source: media.toolbox

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