

Technology often makes work more difficult

The *New Yorker*, May 28, 2007, edition, discusses the impact of our new gadgets, our new technology.

"Technology is supposed to make our lives easier, allowing us to do things more quickly and efficiently. But too often it seems to make things harder, leaving us with 50-button remote controls, digital cameras with hundreds of mysterious features and book-length manuals, and cars with dashboard systems worthy of the space shuttle. This spiral of complexity, often called 'feature creep,' costs consumers time, but it also costs businesses money."

The engineers, according to the article's writer, seem not to notice that more features make products less useful, and the sales departments merely see the new features as new selling points. "Often, the result is a product like Microsoft Word 2003, which has 31 toolbars and more than 1,500 commands."

There is no easy solution to buyers wanting more bells and whistles but not using most of them because of "feature fatigue" (the phenomenon of buying more than we can use). "In theory, the best strategy would be to make the complex simple, packaging all the power and the options consumers think they want into a design that they'll find easy to use."



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Gary E. Rosenberg

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Gary says:

Two Accidents + Two Attorneys = Trouble

All too often, clients come to me to represent them for injuries from an accident and "forget" to tell me that they already have a case for an earlier accident. Or, I'm hired for an accident and the client has a second accident before the first case is finished, and doesn't tell me. Sometimes, clients think they can recover more money if they keep their cases separate and don't tell their attorneys about their other case. I've even had clients see different doctors to try to keep their cases separate.

There is one simple reason that a client should always tell their attorney when he or she has been in more than one accident: the insurance companies know! Insurance companies report all injury claims to a central computer and share this information. Don't tell me about your other accident and I'll be the only one who doesn't know. And us lawyers hate nasty surprises. Also, one attorney can best coordinate more than one case to get a client the most possible money.

Keeping your attorney well-informed is in your best interest.



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