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Helping organizational leaders get the results they expect from their employees



WHY I GAVE AWAY *SIMPLE, SENSIBLE MANAGEMENT*

For thousands of years, spreading knowledge was very slow (taking years and decades -- even centuries) and very expensive. Even with the printing press, it was slow and costly.

Because it cost a lot, knowledge was costly to get.

Centres of Knowledge formed (Universities and Monasteries for example) where people had to go to acquire knowledge.

But in recent years (1990s) it all changed because of the Internet and electronic files. Knowledge could be communicated world-wide, and done so instantly. And the cost to do it effectively became zero. And so the cost to acquire knowledge has become zero.

I had a work of knowledge (a textbook) and a Goal to communicate it to as many people as I could, because it had wide application and I believe great benefit. Since now it can be done instantly, world-wide and at no cost, the possibility of doing so to make money became remote; I was in effect liberated from the temptation of profit. My Goal can now be achieved by giving that knowledge away, and at no cost to me or to the receiver.

And so to sell knowledge is quickly becoming a thing of the past; a relique.

What can be sold is the time required for face to face communication; still required for more specific knowledge, and for assistance to apply that knowledge.

-- Bob Kent

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