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BUSINESS NOTE

Difference becomes the valuable scarcity

Kevin Kelly argues in The Technium that if AI gives everyone a magic genie that makes creation abundant, the scarce and valuable thing becomes difference, since the giant systems serving billions of people will deliver what he calls "abundant sameness." He points out that genies, like professionals, will vary in speed and skill from task to task, so people will still seek out the ones that are cheaper, faster, or better at a particular job.

A seller of printables or print-on-demand goods can treat that spread as a reason to specialize narrowly and say so plainly in the listing. A journal for tracking a single hobby, such as a logbook for backyard bird sightings in one region, gives a buyer a specific reason to choose it over a general-purpose planner the buyer could generate alone.

Source: The Technium, New Units of Knowledge
https://kk.org/thetechnium/new-units-of-knowledge/