

# Summary: The Next Big Thing Is Really Small - Jack Uldrich and Deb Newberry: Nanotechnology and the Future of Big Business

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Complete summary of Jack Uldrich and Deb Newberry's book: "The Next Big Thing Is Really Small: Nanotechnology and the Future of Big Business".

This summary of the ideas from Jack Uldrich and Deb Newberry's book "The Next Big Thing Is Really Small" explains that nanotechnology is the manipulation of matter at the atomic level to create better materials, devices and systems, and is set to be the next big thing. In their book, the authors demonstrate that it will soon hit the marketplace, which is why everyone needs to understand what it is all about. Within the next few years, it will be introducing impressive new materials that will impact directly on a large number of industries. This summary is a must-read for anyone who wants to learn about the developments of nanotechnology and what this means for the future.

### Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Next Big Thing Is Really Small" and find out about the new technologies that are set to lead future business.



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