

# ICT as an instrument for more sustainability: Why it is not so easy

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On first sight it seems self-evident that the often discussed replacement of atoms through bits benefits the sustainability of resource usage, for which nice examples can be found. Under more thorough consideration and reflection new questions and statements arise which may relativize the desired instrumentality. This difficulty is sketched in examples of transport of persons and goods, urbanization, energy and media, to plead for a differentiated, non-linear view on the connection of IC and sustainability and its further research. The contribution is meant as a thought-provoker not as a solution.



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## **The Economics of Communication Communication in Business Cycles**

*Web and Internet technologies initiated the fourth industrial revolution in less than 20 years since their entry into mainstream communication scenarios, significantly changing economics and society. Digitization and mobile technologies speed up communication and provide the tools to control value chains of ever increasing complexity, that have long crossed the limits of single organizations or countries.*

*How can information and communication technologies help to establish fair and sustainable models of global and local economies and overcome serious disadvantages of current market forces?*

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