Building Fast Web Applications

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Users respond to speed

"Amazon found every 100ms of latency cost them 1% in sales"

"Google found an extra .5 seconds in search page generation time dropped traffic by 20%"

"A broker could lose $4 million in revenues per millisecond if their electronic trading platform is 5 milliseconds behind the competition"

http://blog.gigaspaces.com/amazon-found-every-100ms-of-latency-cost-them-1-in-sales/