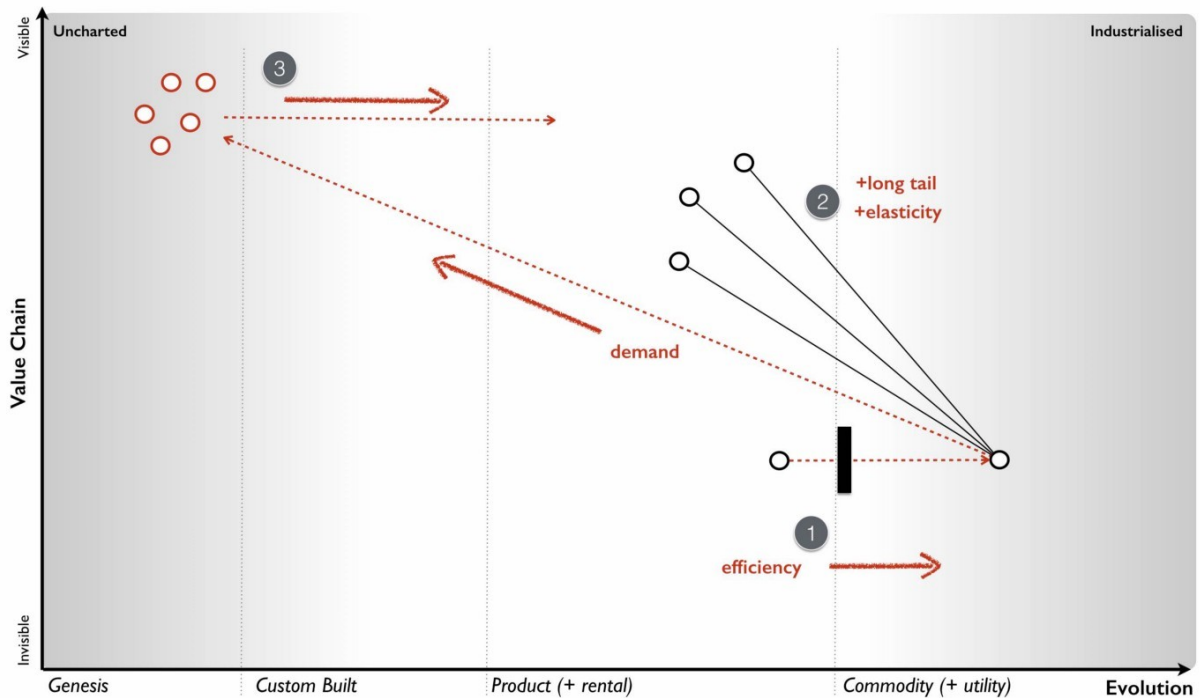


Figure 143 — Jevons paradox



But can't I just ignore this? We're talking market effects here? Won't it reduce my budget because all I care about is what I produce and not what new fangled industry is created or what unmet needs can now be met?

If you look at computing then I can buy a million times more resource for the same money than I could twenty years ago. This doesn't mean IT budgets have reduced a million fold in that time, instead we've ended up doing more stuff. Don't confuse efficiency with reduced IT spend.

Cloud will be green