

## Lattice Energy LLC

“There is a ... reason the old [dominant conceptual paradigm] ... persists beyond its time, an economic one. Even if a novel principle *is* developed and does perform better than the old, adopting it may mean changing surrounding [economic, academic, and governmental] structures and organizations. This is expensive and for that reason may not happen ... another reason is psychological. The old principle lives on because practitioners are not comfortable with the vision – and promise – of the new. Origination is not just a new way of doing things, but a new way of *seeing* things ... And the new threatens ... to make the old expertise obsolete. Often in fact, some version of the new principle [paradigm] has been already touted or already exists and has been dismissed by standard practitioners, not necessarily because lack of imagination. But because it creates a cognitive dissonance, an emotional mismatch, between the potential of the new and the security [and serenity] of the old.”

W. Brian Arthur, pp. 139 in “The Nature of Technology – What it is and how it evolves” Free Press (2009)

SPASER device's electric fields (2009): surface plasmon  
amplification by stimulated emission of radiation  
[http://opfocus.org/content/v7/s5/opfocus\\_v7\\_s5.pdf](http://opfocus.org/content/v7/s5/opfocus_v7_s5.pdf)