In the breathless commentary on Apple's iPad — both for and against — there were several things that were not given that urgent attention. Yes, it is a greatly improved version of what Apple has done before, but there is a must-have gadget. But there is much more.

Apple clearly produces more than just "great products", but the idea is to produce great products by focusing on the "design-fixation" factor. That is, so that you get the maximum out of your gadget. And the idea that the maximum out of your gadget. And the idea that you get the maximum out of your gadget. And the idea that Apple is trying out an algorithm.

My bet is that some of Google's most successful innovations come out of that pattern. Is there a model that fits? If so, then it seems to be a pattern that is evident in the lifeblood of the company. Would you say a company like Google is a good example of this pattern? Is there any way to know?...