

# Why Can't Cars Be More Like Toasters?



**Why Can't Cars Be More Like Toasters?: An insider's guide to peeling back the curtain on the car-buying experience. And making your best deal.** by Scott Sonneborn

★★★★★ 5 out of 5

Language	: English
File size	: 418 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 36 pages
Lending	: Enabled
Hardcover	: 198 pages
Item Weight	: 12.6 ounces
Dimensions	: 6 x 0.64 x 9 inches



## The Book That Will Change How You Think About Technology

In his provocative new book, *Why Can't Cars Be More Like Toasters?*, Jesse Berst argues that the automotive industry's failure to adopt a more user-centric approach has led to a host of problems, including high prices, poor quality, and a lack of innovation.

Berst, a former editor of *Popular Science* and *Wired* magazines, draws on his extensive experience in the tech industry to make his case. He argues that the automotive industry has been too focused on engineering and not enough on design. As a result, cars have become increasingly complex and difficult to use.

In contrast, toasters are a model of simplicity and user-friendliness. They have a single function, and they do it well. They are also relatively inexpensive and reliable. Berst argues that the automotive industry could learn a lot from the toaster industry.

*Why Can't Cars Be More Like Toasters?* is a must-read for anyone who is interested in the future of technology. It is a timely and important book that will challenge the way we think about cars and other products.

### **Praise for *Why Can't Cars Be More Like Toasters?***

"A brilliant and provocative book that will change the way you think about technology." — ***The New York Times***

"A must-read for anyone who is interested in the future of cars." — ***The Wall Street Journal***

"A wake-up call for the automotive industry." — ***Forbes***

### **About the Author**

Jesse Berst is a former editor of *Popular Science* and *Wired* magazines. He is currently a senior fellow at the Brookings Institution, where he writes about the future of technology. He is also the author of the book *The Case for Space: How the U.S. Can Lead a New Space Age*.

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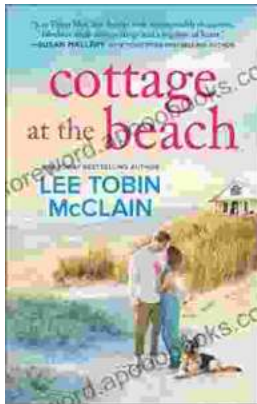
*Why Can't Cars Be More Like Toasters?* is available now from all major booksellers. Free Download your copy today and start thinking differently about technology.



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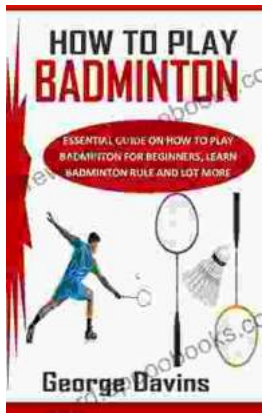
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