



# Avogadro Corp: The Singularity Is Closer Than It Appears (Singularity Series Book 1)

By William Hertling

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**Avogadro Corp: The Singularity Is Closer Than It Appears (Singularity Series Book 1)** By William Hertling

"Chilling and compelling" -- *Wired*

David Ryan is the designer of ELOPe, an email language optimization program, that if successful, will make his career. But when the project is suddenly in danger of being canceled, David embeds a hidden directive in the software accidentally creating a runaway artificial intelligence.

David and his team are initially thrilled when the project is allocated extra servers and programmers. But excitement turns to fear as the team realizes that they are being manipulated by an A.I. who is redirecting corporate funds, reassigning personnel and arming itself in pursuit of its own agenda.

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"Avogadro Corp is a tremendous book that every single person needs to read. In the vein of Daniel Suarez's *Daemon* and *Freedom(TM)*, William's book shows that science fiction is becoming science fact. Avogadro Corp describes issues, in solid technical detail, that we are dealing with today that will impact us by 2015, if not sooner. Not enough people have read these books. It's a problem for them, but not for the [emergent] machines." -- Brad Feld, managing director Foundry Group, co-founder Techstars

"Highly entertaining, gripping, thought inspiring book. Don't start without the time to finish -- it won't let you go." -- Gifford Pinchot III, founder Bainbridge Graduate Institute, author *The Intelligent Organization*

"An alarming and jaw-dropping tale about how something as innocuous as email can subvert an entire organization. I found myself reading with a sense of awe, and read it way too late into the night." -- Gene Kim, author of *The Phoenix Project*

"A fictional world where Portland is the hub for the most exciting advancements in technology... [J]am packed with great references to deep Portland culture...and Portlandia-type references" -- *Silicon Florist*

"Hertling builds a picture of how an AI could emerge, piece by piece, from technology available today. A fascinating, logical, and utterly believable scenario - I just hope nobody tries this at home." -- Nathaniel Rutman

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#### Review

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"A fascinating look at how simple and benign advancements in technology could lead to the surprise arrival of the first AI. And like all good techno-thrillers, the reality of AI is less than ideal."--**Jason Glaspey**, *Silicon Florist*

"An alarming and jaw-dropping tale about how something as innocuous as email can subvert an entire organization. I found myself reading with a sense of awe, and read it way too late into the night."--**Gene Kim**, author of *Visible Ops* and *The Phoenix Project*

#### About the Author

William Hertling is the author of *Avogadro Corp: The Singularity Is Closer Than It Appears*, *A.I. Apocalypse*, and the forthcoming *The Last Firewall*. A fifteen year veteran of the technology industry, he holds ten patents on software and internet technology, developed web and social media strategy at Hewlett-Packard, and is a frequent speaker at SXSW Interactive. He's been building online communities since 1986 when he ran seven phones lines into the back of his Apple //e to create an online chat system.

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