Newton’s Third Law

The first Starbucks espresso machine was hardly state of the art. It was large, slow, and drew nearly a megawatt of electricity just to brew a single cup of joe. Plus, two attentive baristas had to mind the control panel all day to make sure the darned thing didn’t overheat or explode. Its operation seemed like a sure-fire money-losing proposition. However, customers demanded their daily high octane jolt, so the company’s Research and Development Division set to work to turn the “Jitter Juice 8000” into a more user-friendly device. They failed. Each improvement in the machine’s size or speed resulted in a worsening of some other phase of product delivery. It was the old Newton’s Third Law of Motion problem: “To every action there is always an equal and opposition reaction.” So, rather than look for another solution, Starbucks opted to stay with the JJ8000 and just increase the cost of the product accordingly. Which is, of course, Newton’s Third Law of Profit and Loss. Eventually, the company found a way to replace the baristas, thanks to [wait for it] Newton’s Third Law of Downsizing.