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[yShuffle PMP From Yahoo!](#)

Yahoo! sends Broady away, gives Moore more

I think that Yahoo should turn to hardware/software development, it would really strike rich with what I think would be the most innovative design and concept ever: the executive yShuffle. It would have a magnificent media display, with a real-lively looking screen that wouldn't suck the juice from any battery, a human interface that would be able to understand all the emotions and tones of voice available to anyone, an unlimited capacity memory with the option to download all the information via keyboard, or voice recording device to third party storage capacities, and for options... oh, there'd be many. Like I said, it would be a shuffle device, so it would take the execs and switch them around until they either fit in the perfect spot or they find themselves in the worst position ever, for their capacities and capabilities, and forced to either leave of their own free accord or be fired due to lack of results. The idea was given to me by the latest move that happened in the weekend, but I didn't quite find the time to wrap my brain around it until now: Scott Moore, who formerly headed the news, sports and finances sections, is now given extended responsibilities for entertainment, as well as Yahoo!'s autos and real estate sites. Vince Broady, who formerly headed the entertainment field is now currently "exploring other opportunities within the company". Yep, that's shuffling, all right! These decisions came after the 100-day strategic review of Yahoo, which switched the focus of the company into becoming a starting point for the most consumers or the must-buy for advertisers, and into turning itself into a more open platform for publishers and developers. "The New York Times" have summarized the decisions and said that they should ultimately deliver some results, which have been promised by Jeff Weiner, who runs the company's Network Division. If he doesn't get this right, guess who else will be the next file input in the yShuffle? If you've read the specifications and are waiting for the product, no real PMP will be built, so don't hold your hopes too high. It has only been wordplay.