

E Business

The new economics of information

Description

Historically incumbents have had a natural competitive advantage. Because the Internet explodes traditional compromises, newcomers have multiple significant competitive advantages. Whole new kinds of economic value are created when these compromises are broken. Because of “the network effect” the majority of the economic value in an industry will accrue to the single player who reaches critical mass first. Incumbents can compete by changing the dynamics of the race to critical mass and by leveraging their assets in unique ways.

We now live in an era where the information about a product, service or event is worth more than the product, service or event itself. Furthermore, information can be leveraged “infinitely” because information has perfectly increasing returns.

The results of these changes for customers are consistently lower prices and an explosion of choices. Navigation among alternatives becomes a product unto itself.

Networks haul relationships. Relationships haul opportunities and profit. Relationships offer “dynamic perfectly increasing returns.” This means that the new economy begins with technology and ends with trust.

Formats

Keynotes	90 Minutes
Breakouts & General Sessions	to 4 Hours
Workshops/ Retreats	3-6 Hours 1-3 days

Customized, Long-term Culture Shift Programs Are Also Available