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New Rules for the New Economy

Kevin Kelly

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New Rules for the New Economy

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New Rules for the New Economy Kevin Kelly
Forget supply and demand. Forget computers. The old rules are broken. Today, communication, not computation, drives change. We are rushing into a world where connectivity is everything, and where old business know-how means nothing. In this new economic order, success flows primarily from understanding networks, and networks have their own rules. In New Rules for the New Economy, Kelly presents ten fundamental principles of the connected economy that invert the traditional wisdom of the industrial world.

Succinct and memorable, New Rules explains why these powerful laws are already hardwired into the new economy, and how they play out in all kinds of business -- both low and high tech -- all over the world. More than an overview of new economic principles, it prescribes clear and specific strategies for success in the network economy. For any worker, CEO, or middle manager, New Rules is the survival kit for the new economy.

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