Figuur 1. Nederland haalt de top 5 van de GCI ranking nog niet

Bron: World Economic Forum, Global Competitiveness Index

Innovatieplatform-werkgroep concurrentiekraft, 2010: Nederland 2020-terug in de top-5
The Three Main Ingredients...

Energy

Matter

Information
Data, Information and Knowledge

- Data
  - Creation
  - Discovery
  - Gathering
  - Storage

- Information
  - Presentation
  - Organization
  - Communication

- Knowledge
  - Interpretation
  - Education
  - Integration
  - Storage

Producer

Consumer
Information and Attention

- Information processing capacity
- Attention intensity
- Expectation
- Reality
- Limit
From Industrial to Post-industrial Economy

Relative economical importance (business with …)

- 1800
- 1900
- 2000

Industrial phase
Post-Industrial phase

knowledge
physical artifacts
Business in the Old Economy...

Before a deal

After a deal
Business in the New Economy...

Before a deal

After a deal
## How to Make Money, if...

The new economy has to make business with **copying** knowledge!

<table>
<thead>
<tr>
<th></th>
<th>Old economy</th>
<th>New economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to natural resources</td>
<td>limited</td>
<td>irrelevant</td>
</tr>
<tr>
<td>Access to knowledge</td>
<td>limited</td>
<td>“unlimited”</td>
</tr>
</tbody>
</table>
Possible Solutions...

Old economy
• ownership rights
• product charge
• natural decay
• limited edition
• etc.

New economy
• intellectual property rights (e.g. software)
• consumption charge (e.g. cinema)
• time bounded (e.g. stock market)
• expertise bounded (e.g. consultant)
• process bounded (e.g. service)
• access bounded (e.g. information broker)
• context bounded (e.g. counter intelligence)
• etc.
Consequences

• Selling knowledge means making ‘copies’
  [successful knowledge transfer leaves the source untouched]

• The new economy will be an attention economy
  [production is unlimited, consumption is limited]

• Free communication is essential for trust

• Trust is essential for selling knowledge
The Three Cognitive Systems

The Power of the Unconscious

**Fig. 1.** Percentage of participants who chose the most desirable car as a function of complexity of decision and of mode of thought (n = 18 to 22 in each condition). Error bars represent the standard error.

**Fig. 2.** Difference in attitude (on a scale of −25 to +25) toward the desirable and undesirable car as a function of complexity of decision and of mode of thought (n = 12 to 14 in each condition). Error bars represent the standard error.

### Enterprise 1.0
- Hierarchy
- Friction
- Bureaucracy
- Inflexibility
- IT-driven technology / Lack of user control
- Top down
- Centralized
- Teams are in one building / one time zone
- Silos and boundaries
- Need to know
- Information systems are structured and dictated
- Taxonomies
- Overly complex
- Closed/ proprietary standards
- Scheduled
- Long time-to-market cycles

### Enterprise 2.0
- Flat Organization
- Ease of Organization Flow
- Agility
- Flexibility
- User-driven technology
- Bottom up
- Distributed
- Teams are global
- Fuzzy boundaries, open borders
- Transparency
- Information systems are emergent
- Folksonomies
- Simple
- Open
- On Demand
- Short time-to-market cycles

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Enterprise 2.0: The Dawn of Emergent Collaboration, Andrew McAfee, MIT Sloan Management Review, Spring 2006
Let’s Get in Touch with Our Intuition
Thank you for your kind attention!

Matthias Rauterberg
Industrial Design