

**New Patterns of Power and Profit:
A Guide to Competitive Advantage in the Evolving Information Age**

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Abstract

Preface

*This is about how you can understand the new rules of the
information age*

This preface describes the purpose of the book.

The book is a guide to prospering in the 21st century. It's about understanding the future of shopping, manufacturing, social networks, employment, or investment. It's about the future of *everything*.

This book is almost about *clairvoyance*. It's about seeing things first, and knowing things before others think it's possible to know them. It's about using new patterns and mental maps to show you what you *will* want, rather than using old patterns and mental maps to guide you to what you *previously wanted*. We need to explore new patterns, with the necessary predictive power, and we need to understand how to use them.

This book is for everyone who wants to understand our information age. This book is written for CEOs and entrepreneurs considering online startups. It's for undergraduates still trying to pick a career. It's for regulators, lobbyists, lawmakers, and voters, trying to figure out what it means to be fair to everyone, when privacy, political power, and profitability are changed by information. Fairness to citizen taxpayers, individuals paying for health care, and giant corporations everywhere, will be changed. The old implicit social contract that holds society together is coming undone.