

Description:

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

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The style of the book is casual and conversational. It sounds like an informal chat with my favorite students over coffee in my office or in a café overlooking the Seine. It sounds like a discussion or with my colleagues over a beer in Munich or in Beijing overlooking the Pudong skyline. It doesn't sound like a textbook. It advances a set of patterns that will enable you to identify your best set of actions in a rapidly changing competitive situation. Wherever possible it uses historical examples and current events, rather than academic theory. You don't need a degree in computer science or economics to read this book, but if you have a degree in either you won't find the book talks down to you. It adds to your knowledge and understanding by exploring concepts in a different way. Everyone can read and enjoy this book, whether you've studied business, economics, strategy, or computer science or not. I'd like to believe it would make an enjoyable read on the beach!

The book is designed to teach what my clients have found most useful, and to sound like our real conversations. Very few of us say "ibid" or "loc. cit." in our conversations! This book will not interrupt discussions with scholarly citations except to give credit where credit is due to others. There is a small set of references at the end of each chapter for readers who might want to pursue material in greater depth after reading the book.