

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

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Information changes everything. Easy access to information changes the behavior of individuals when shopping or voting. It changes the strategies of firms when designing and promoting products and of political parties when selecting and campaigning for candidates. This is, indeed, *the digital transformation of everything*.

The digital transformation of everything affects everyone. It affects executives assessing business opportunities and developing competitive strategies. It affects individuals when assessing investment strategies, political candidates, or choices of where to shop and what to buy. It affects regulators trying to assess what competition should look like in the age of dominant digital platforms, what online freedom of speech should be, and what policies retain traditional concepts of fairness and social justice. It affects students trying to select a field to study in order to ensure a relevant and productive career in the age of *machines who think*. In short, this book is for everyone who needs to understand the rapidly changing world around him. If you understand something first, you can act first, for a source of sustainable competitive advantage.

Although designed for all readers, the book is also suitable as a text. The book can be used in courses for undergraduates and MBA students in business strategy or in information economics. It can be assigned as pre-reading before the start of a Ph.D. course. Additional materials for classroom use, like a sample syllabus, a sample final exam, or a set of sample lecture notes, are available from the author.