

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

Eric K. Clemons

**Nigel Morris, Founding President, Capital One Financial**

“Eric embraces outrageous ambition in this book. He brings together big data, behavioral economics and digital transformation to explain the patterns of the future for all. It satisfies the curiosity of the strategist, the ethical questions of the layman, and frames the public policy implications for the regulator. In this book, the consumer, regulator, and strategist can sample how data, digital, and competition impact business and public policy.”

**Vladimir Zwass, Editor-in-Chief, Journal of Management Information Systems**

Skillful deployment of strategic information systems is a key to success in today’s business competition. A scholar and a high-level consultant, Eric Clemons has been the founder and a top thought leader of the IT strategy field. This book distills many years of his experience into the patterns ruling the digital transformation of markets and companies that unfolds right now. Clemons will empower you to recognize and to build the competitive patterns that can turn your investment in IT into the foundation of your company’s future. Learning from Clemons has no equal.

**Bill Covalleski, Founding President, Victory Brewing**

“Eric was a strategic asset as we grew our company from 1,700 barrels a year to 250,000. His insights were as valuable for us as they were for his clients in Fortune 50 giants and global securities firms. This book reads like one of our late-night strategy sessions over a couple of pints of our great beer.”

**Helmut Krmar, Chair for Information Systems, Department of Informatics at the Technische Universität München, Past President, Association for Information Systems**

Professor Clemons has been a pioneer in the study of information-based strategy and is one of the most global of my American colleagues. More recently, he has enhanced our understanding of competition, privacy, and the impact of global platform companies on society. The book is a must-read for executives, regulators, business students, and anyone who wants to understand *the digital transformation of everything*.

**Geoffrey Parker, Professor, Dartmouth College, Research Fellow MIT Initiative on the Digital Economy**

Eric was among the first of us to study information-based strategy and was among the first scholars to study how now giant internet platform companies affect society. He studies competition and society and is a pioneer in addressing some of the most serious issues created by information systems and technologies. Eric has been a valued mentor and friend for decades. This book comes at a particularly important time in history and can help the many organizations that find themselves facing competition from new directions using business models they often don't recognize. Happily, Eric's book reads like one of our wonderful dinner conversations in Montreal, New Orleans, or Milan — It’s engaging, insightful, thoughtful, and funny.