

From Old to New Economy

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Industrial Design
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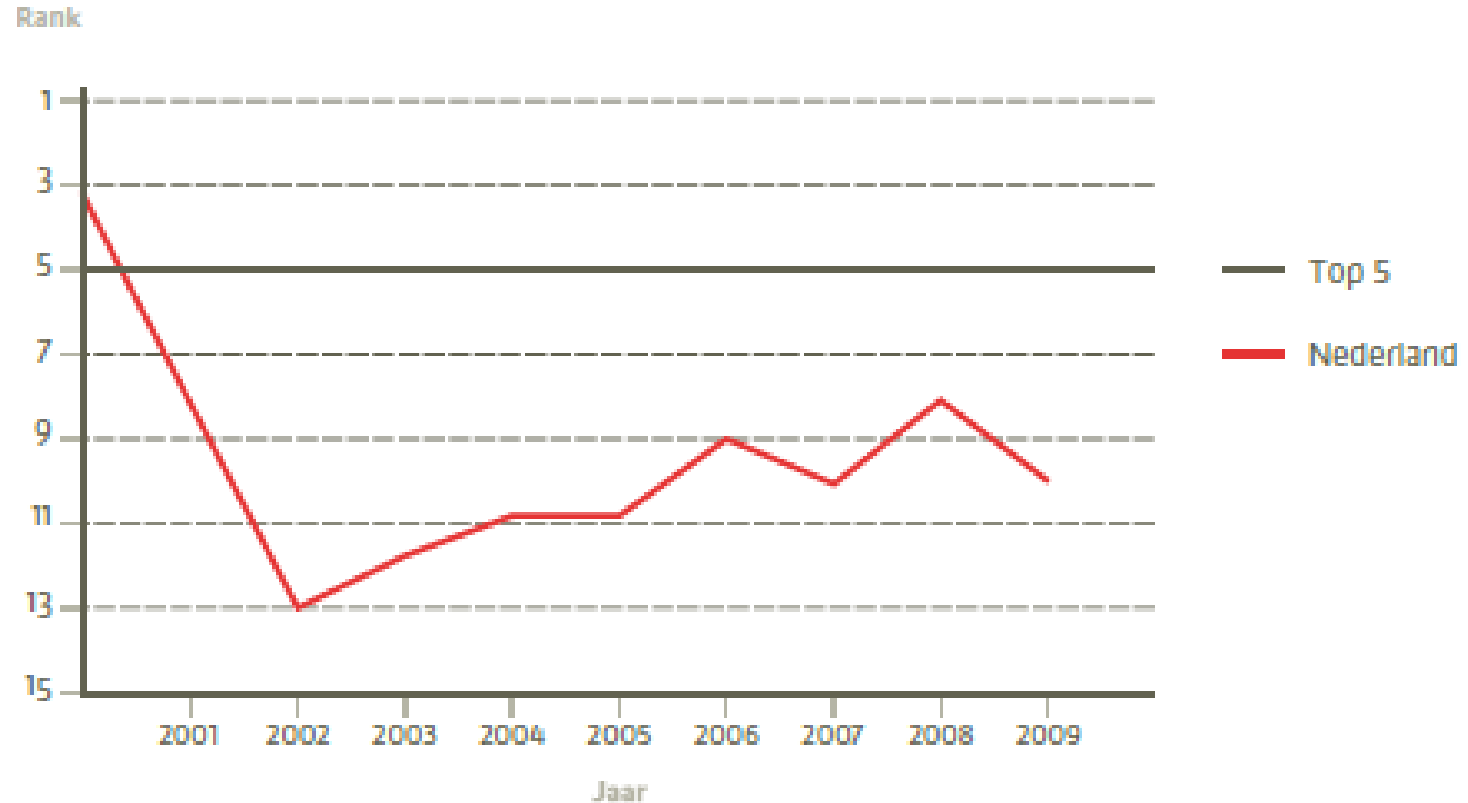
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Where innovation starts

Back to the Top-5

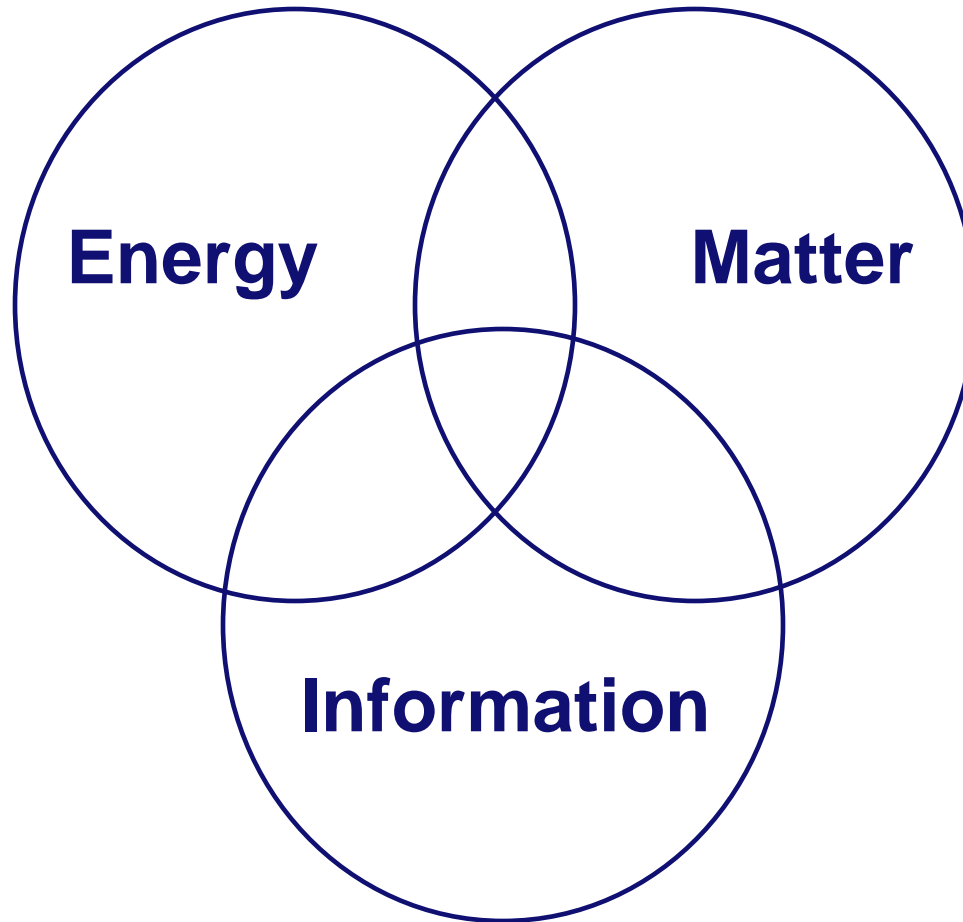
Figuur 1. Nederland haalt de top 5 van de GCI ranking nog niet



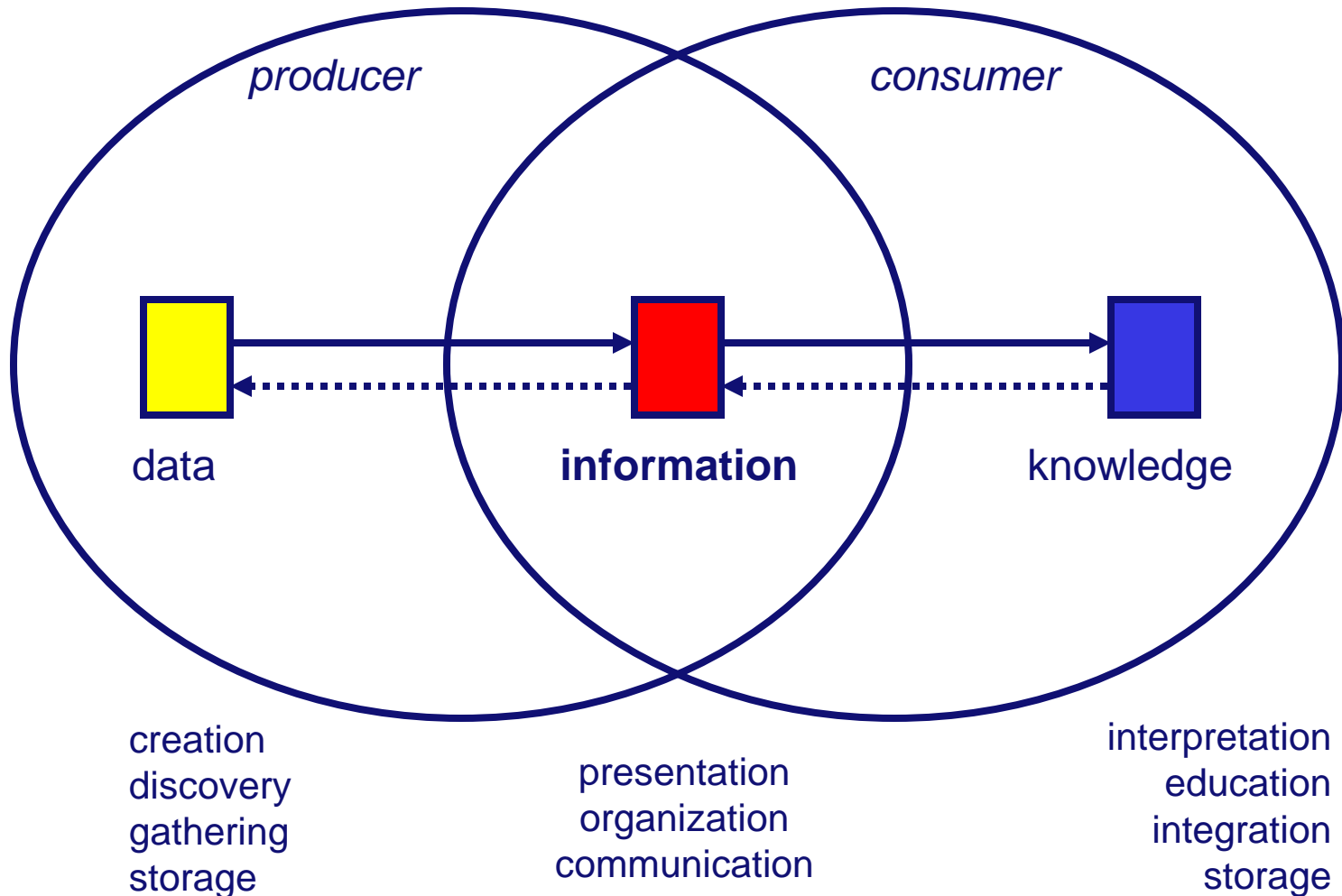
Bron: World Economic Forum, Global Competitiveness Index

Innovatieplatform-werkgroep concurrentiekracht, 2010: Nederland 2020-terug in de top-5

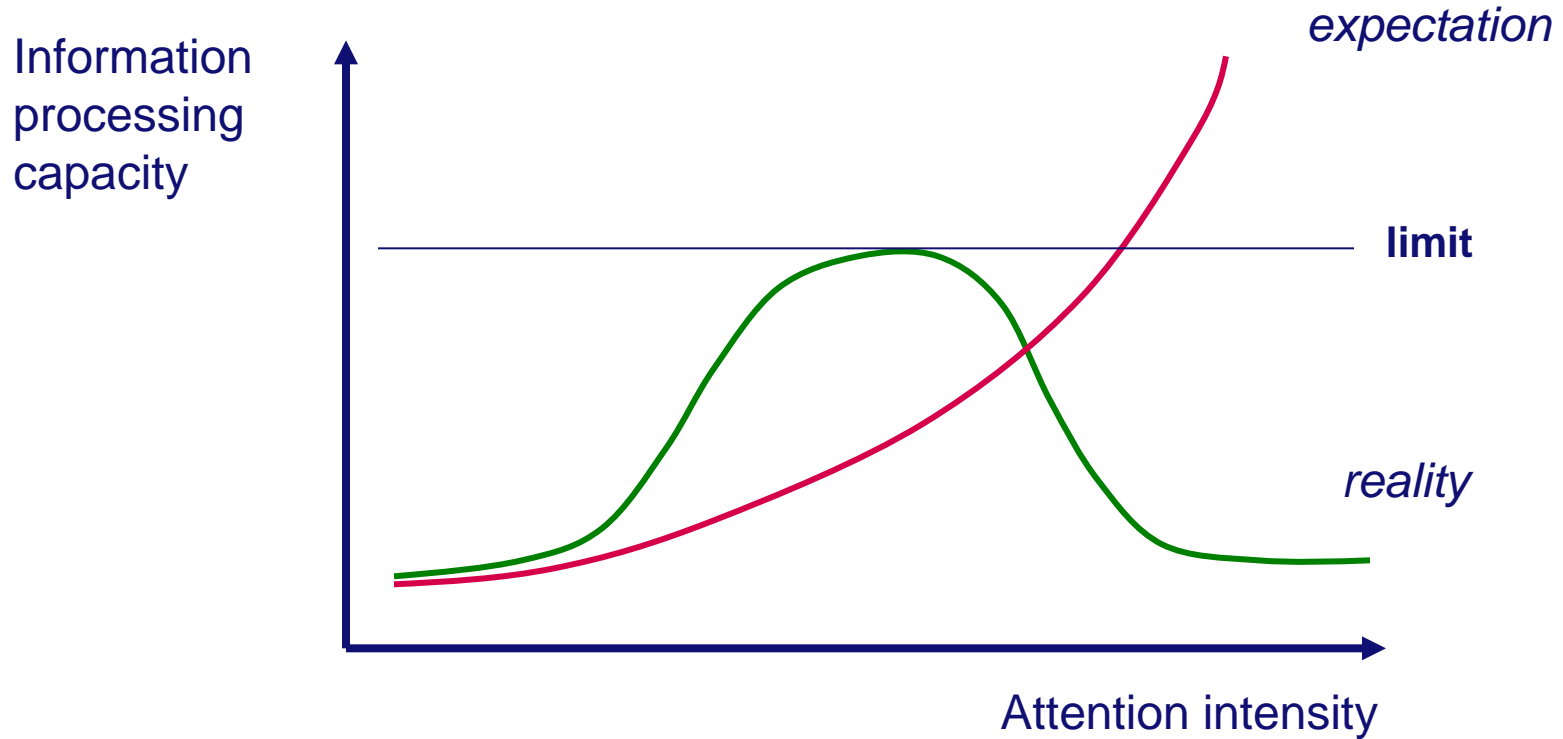
The Three Main Ingredients...



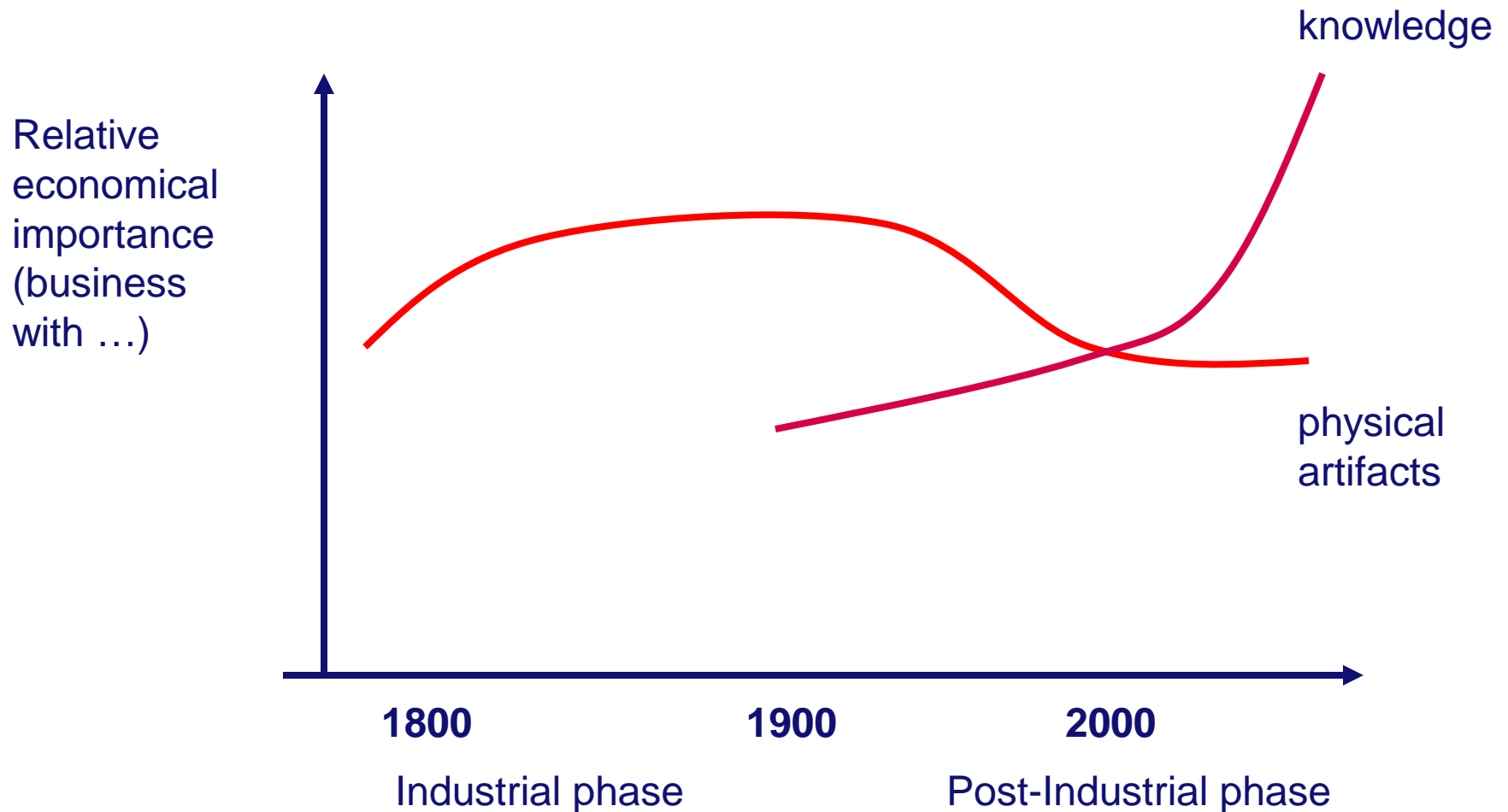
Data, Information and Knowledge



Information and Attention

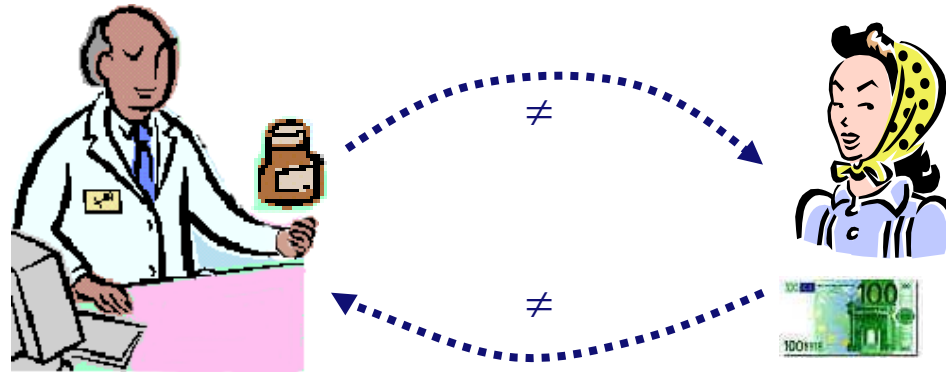


From Industrial to Post-industrial Economy

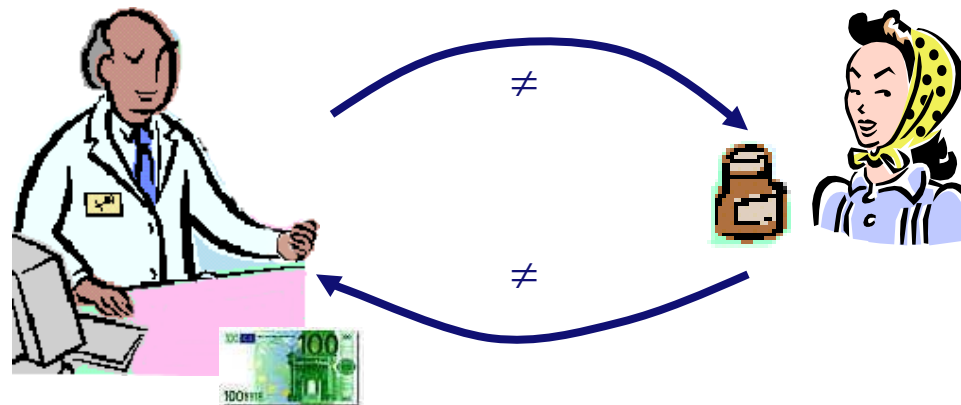


Business in the Old Economy...

Before a deal

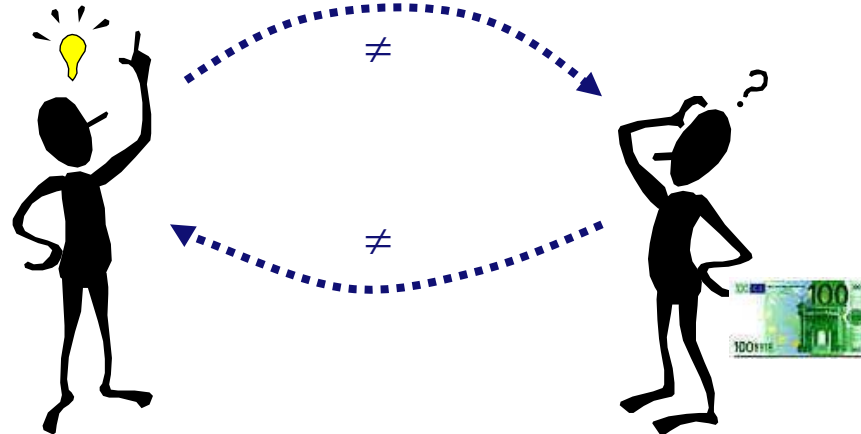


After a deal

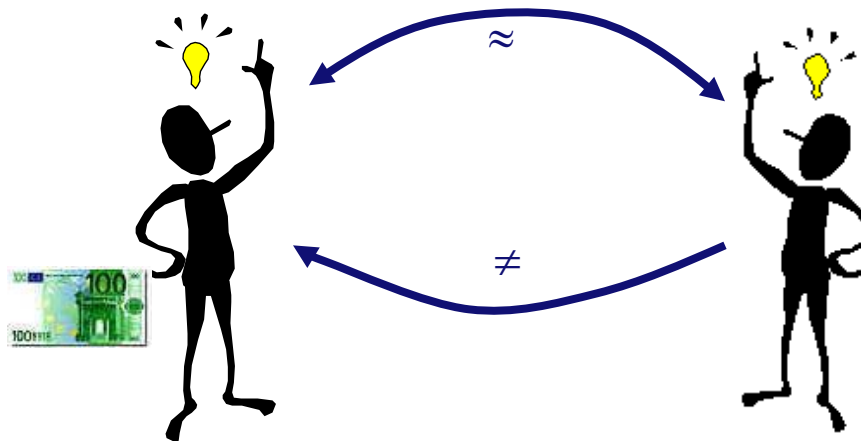


Business in the New Economy...

Before a deal



After a deal



How to Make Money, if...

	Old economy	New economy
Access to natural resources	limited	irrelevant
Access to knowledge	limited	“unlimited”

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

Possible Solutions...

Old economy

- ownership rights
- product charge
- natural decay
- limited edition
- etc.

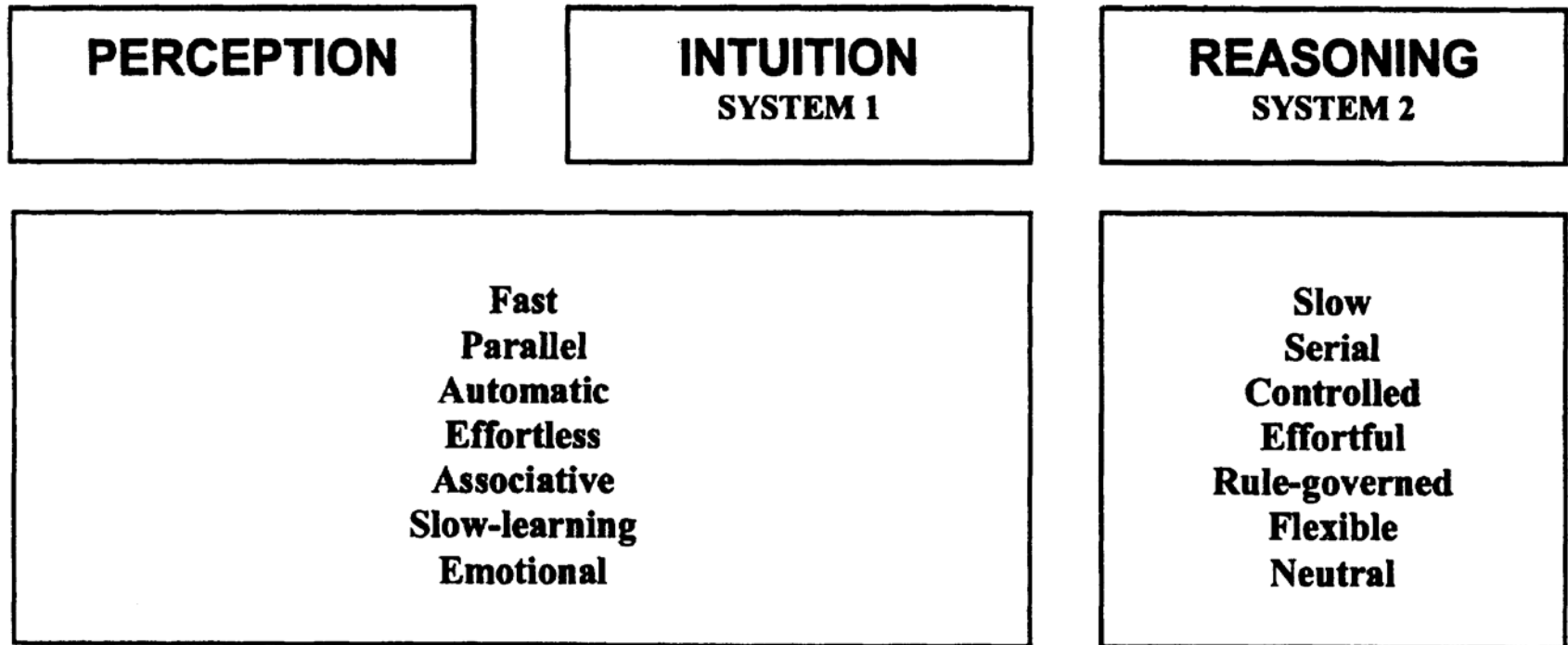
New economy

- 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



Daniel Kahneman - 2002. Maps of bounded rationality: a perspective on intuitive judgment and choice. Nobel laureate acceptance speech. And in American Economic Review, 2003.

The Power of the Unconscious

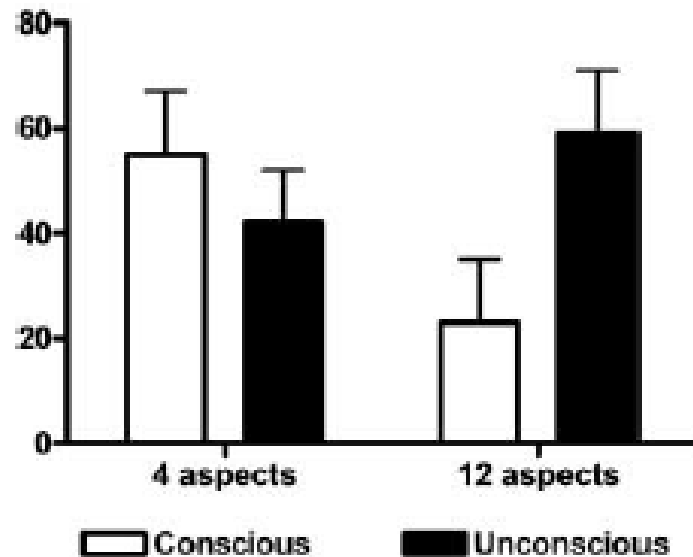


Fig. 1. Percentage of participants who chose the most desirable car as a function of complexity of decision and of mode of thought ($n = 18$ to 22 in each condition). Error bars represent the standard error.

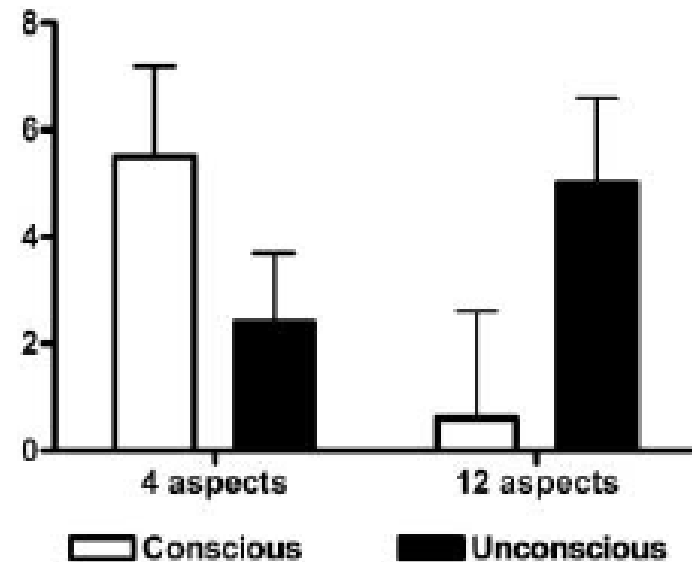


Fig. 2. Difference in attitude (on a scale of -25 to $+25$) toward the desirable and undesirable car as a function of complexity of decision and of mode of thought ($n = 12$ to 14 in each condition). Error bars represent the standard error.

Dijksterhuis, A., et al., On making the right choice: the deliberation-without-attention effect. *Science*, 2006. 311: p. 1005-1007.

The Company of the Future

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

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!**

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Industrial Design**

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