



# **New Rules for the New Economy: 10 Radical Strategies for a Connected World**

*Kevin Kelly*

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The old rules are broken. The current revolution in business requires nothing less than a new set of rules. Succinct and memorable, "New Rules" is the survival kit for the new economy. Kelly's manifesto in "Wired" brought rave reviews from business gurus such as Tom Peters, and praise from think tanks and business strategists from all over the world. "New Rules" will wake up the business world. Forget supply and demand. Forget computers. Today, communication, not computation, drives change. We are rushing into a world where connectivity is everything, and where old business know-how means nothing. In this new order, success flows primarily from understanding networks, and networks have their own rules. In "New Rules," Kelly presents 10 fundamental principles of the connected economy that invert the traditional wisdom of the industrial world. "New Rules" explains why these powerful laws are already hardwired into the new economy, and how they play out in all kinds of business -- both low and high tech -- all over the world. More than just a profound overview of new economic principles, "New Rules" prescribes many clear and specific strategies for success in the network economy. "New Rules" answers the perplexing questions all workers, from CEOs to middle managers, are asking themselves: What's happened? Why aren't the usual business strategies working anymore? "New Rules" is a spirited and mold-breaking book that follows the footsteps of futuristic best-sellers such as "Megatrends, The Year 2000," and "FutureShock." It is a hands-on, cutting-edge tool for everyone worried about the future, and especially helpful for anyone curious about where the economy is going. The moral of "New Rules" is clear: Those who play by the new rules will prosper; those who ignore them will not.

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