



New Rules for the New Economy: 10 Ways the Network Economy is Changing Everything

Kevin Kelly

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In *New Rules*, Kevin Kelly brings together the many various forces at work in the emerging economies and puts forward 10 principles to guarantee accords in the post-industrial digital revolution. The Network Economy has created a new market and a new economy. The major changes have not been the growth of computers but the increased communications between these computers. Wealth now comes from innovation and networks are the ideal environment for these new discoveries. This means the rate of changes have increased phenomenally. Kevin Kelly presents 10 rules that outline the new rules within this revolution. From the 10 rules he proscribes 10 strategies. The message of the Network Economy is 'Don't solve problems, seek opportunities'. The new economy is based on innovation, imagination and originality rather than repetition, productivity and automation. *New Rules* is an exciting and important look at the future.

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