

# Axiom 10

---

## Recommended Citation

"Axiom 10", Global Problem Solving, December 10, 1999, <https://nautilus.org/global-problem-solving/axiom-10/>

---

[axiom 1 - metcalf's law](#)

[axiom 2 - early entrants win the field](#)

[axiom 3 - significance precedes momentum](#)

[axiom 4 - standards as power](#)

[axiom 5 - producer and consumer utility](#)

[axiom 6 - gatekeepers, intermediaries, and the attention deficit](#)

[axiom 7 - positive feedback loops](#)

[axiom 8 - differentiation of products and pricing](#)

[axiom 9 - switching costs and lock-in](#)

[axiom 10 - free information: cooperation in a competitive environment](#)

[bibliography](#)

### **Axiom 10 - Free Information: cooperation in a competitive environment**

*Precisely because standards reduce lock-in, they shift the locus of competition from an early battle for dominance to a later battle for market share (Shapiro and Varian, 231).*

*Because prices move inexorably toward the free, the best move in the network economy is to anticipate this cheapness (Kelly, 53).*

*If goods and services become more valuable as they become more plentiful, and if they become cheaper as they become valuable, then the natural extension of this logic says that the most valuable things of all should be those that are ubiquitous and free (Kelly, 57)*

---

View this online at: <https://nautilus.org/global-problem-solving/axiom-10/>

---

Nautilus Institute

2342 Shattuck Ave. #300, Berkeley, CA 94704 | Phone: (510) 423-0372 | Email:

[nautilus@nautilus.org](mailto:nautilus@nautilus.org)