Axiom 10

Recommended Citation

"Axiom 10", Global Problem Solving, December 10, 1999, https://nautilus.org/global-proble--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 I f 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)

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