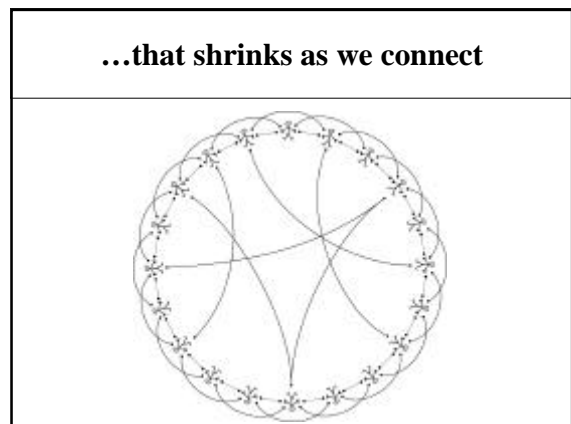
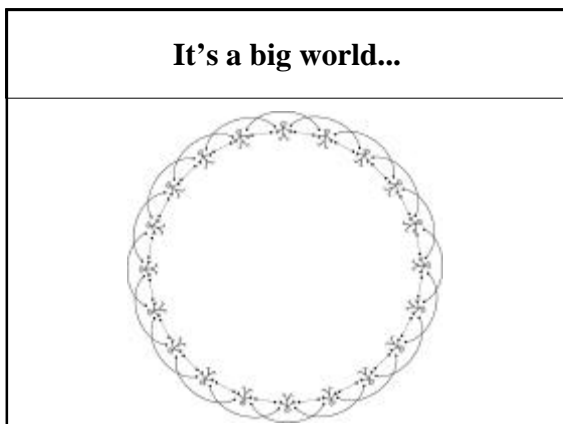
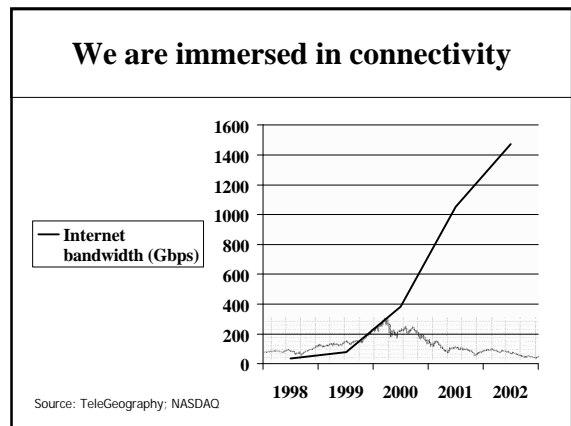
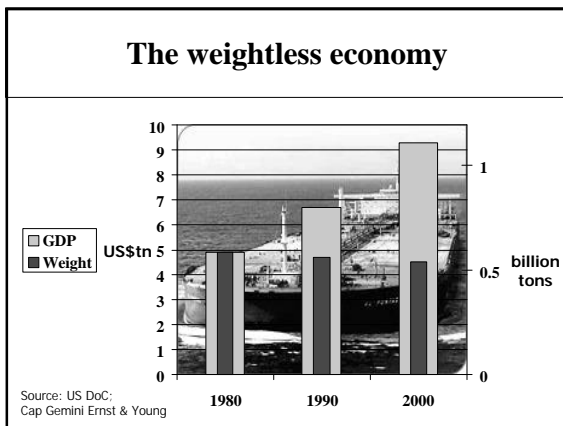
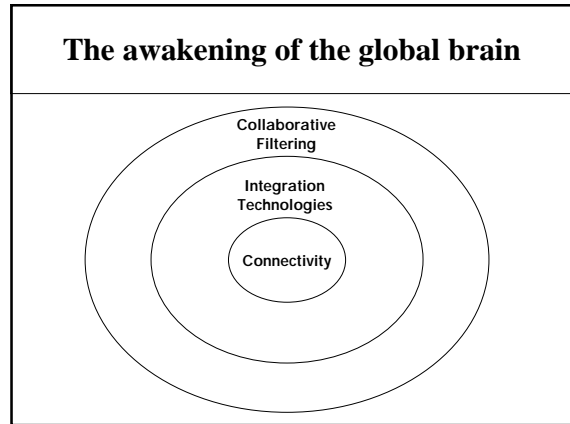
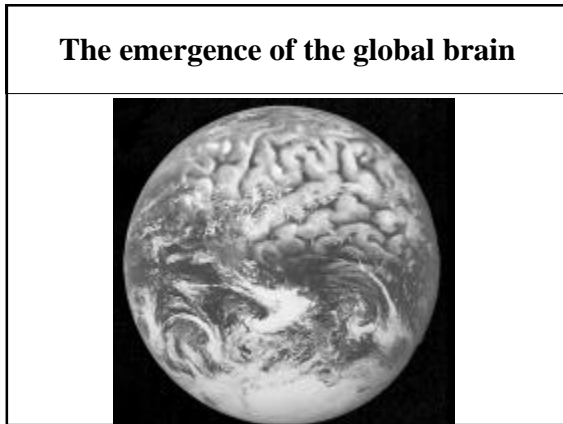


Leadership in the Connected Economy

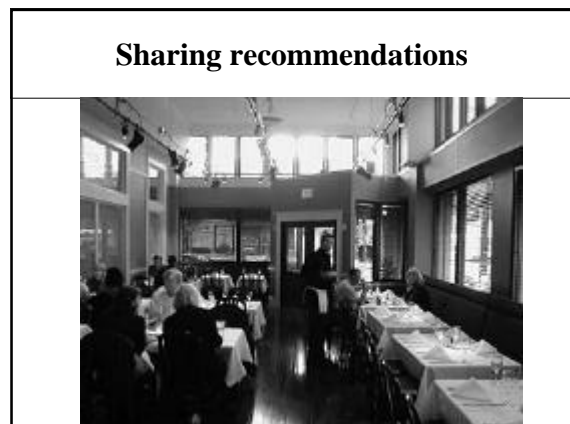
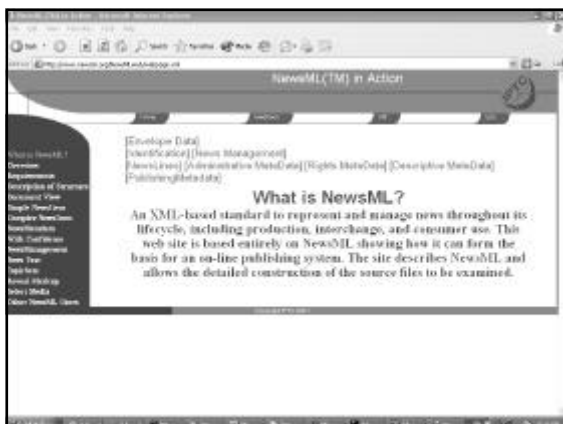
Ross Dawson
Advanced Human Technologies
KnowledgeNets, New York
May 2003

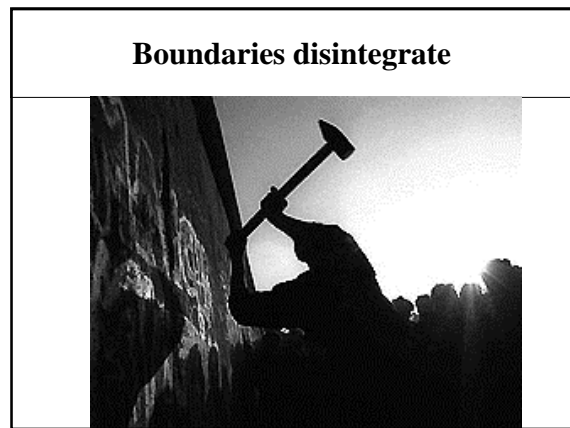
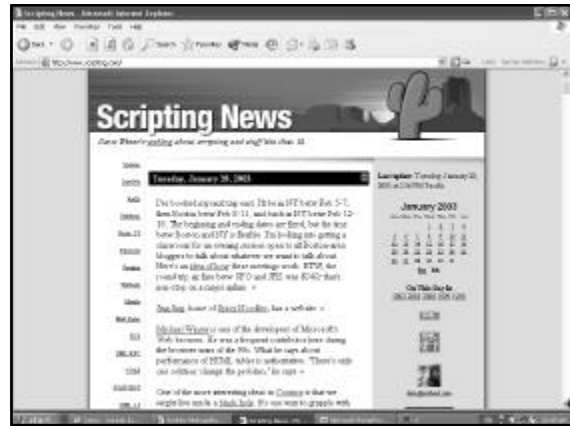
The first digital standard





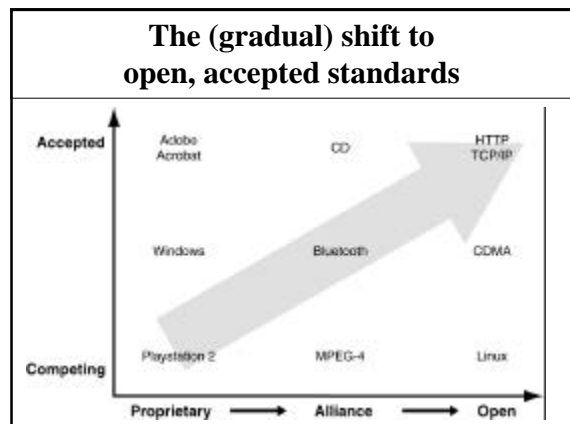
- ### Integration technologies
- eXtensible Markup Language provides a foundation for information standards
 - Web services enable application integration
 - Peer-to-peer distributes resources and blurs boundaries





Leadership in the living networks

1. Set standards strategy and provide industry leadership
2. Enable distributed processes and workflow
3. Show your customers and partners new ways of creating value together
4. Create powerful knowledge-based relationships
5. Develop a culture of responsible transparency and collaboration

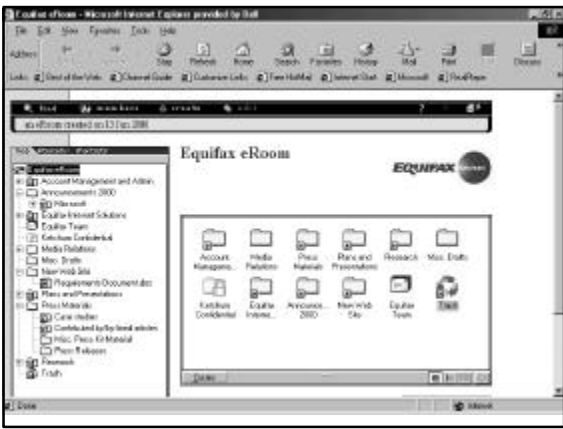




Standards Strategy

1. Decide where you want open standards, and where you want to own the standard
2. Participate strategically in alliances and standards bodies
3. Align your strategies with the evolving standards landscape
4. Adopt new pricing and business models

Work processes span organisations

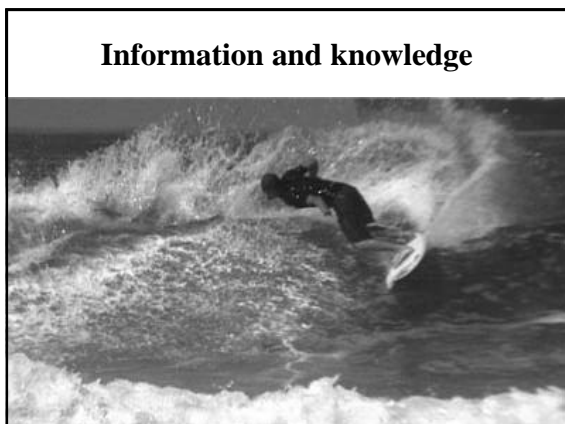
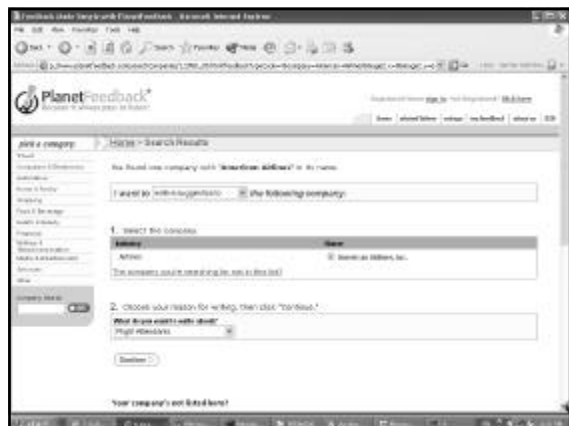
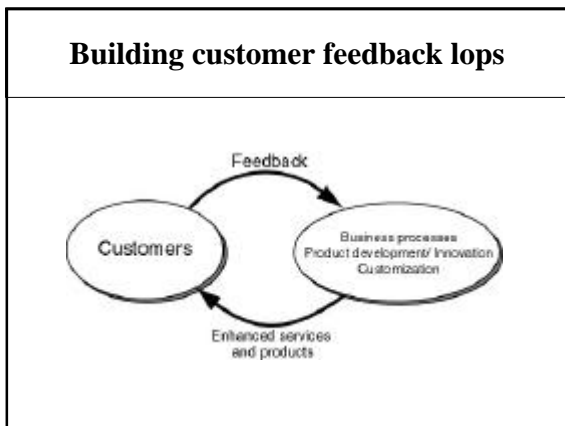
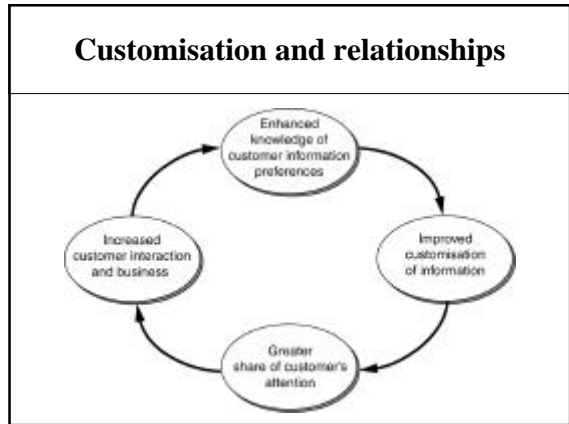


Collaborative value

- US Joint Strike Fighter
- US\$200 billion project
- 80 companies
- 40,000 professionals
- All tightly networked with 90 software tools



The greatest value is in customisation



Business becomes transparent



The living networks online

Free chapters, reviews, blog and resources at:
www.livingnetworksbook.com



"*Living Networks* provides invaluable insights for decision makers wanting to prosper in an increasingly complex and demanding business environment."

- **Don Tapscott**, co-author of *Digital Capital*

"I'm not sure that even Ross Dawson realizes how radical—and how likely—his vision of the future is."

- **Seth Godin**, author, *Unleashing the Ideavirus*

"Ross Dawson argues persuasively that leading economies are driven by the flow of information and ideas. The ideas in his own book can position any individual or company at the center of that flow."

- **Thomas H. Davenport**, Director, Accenture Institute for Strategic Change, and co-author, *The Attention Economy*

Participate in the birth and evolution of something big!

