

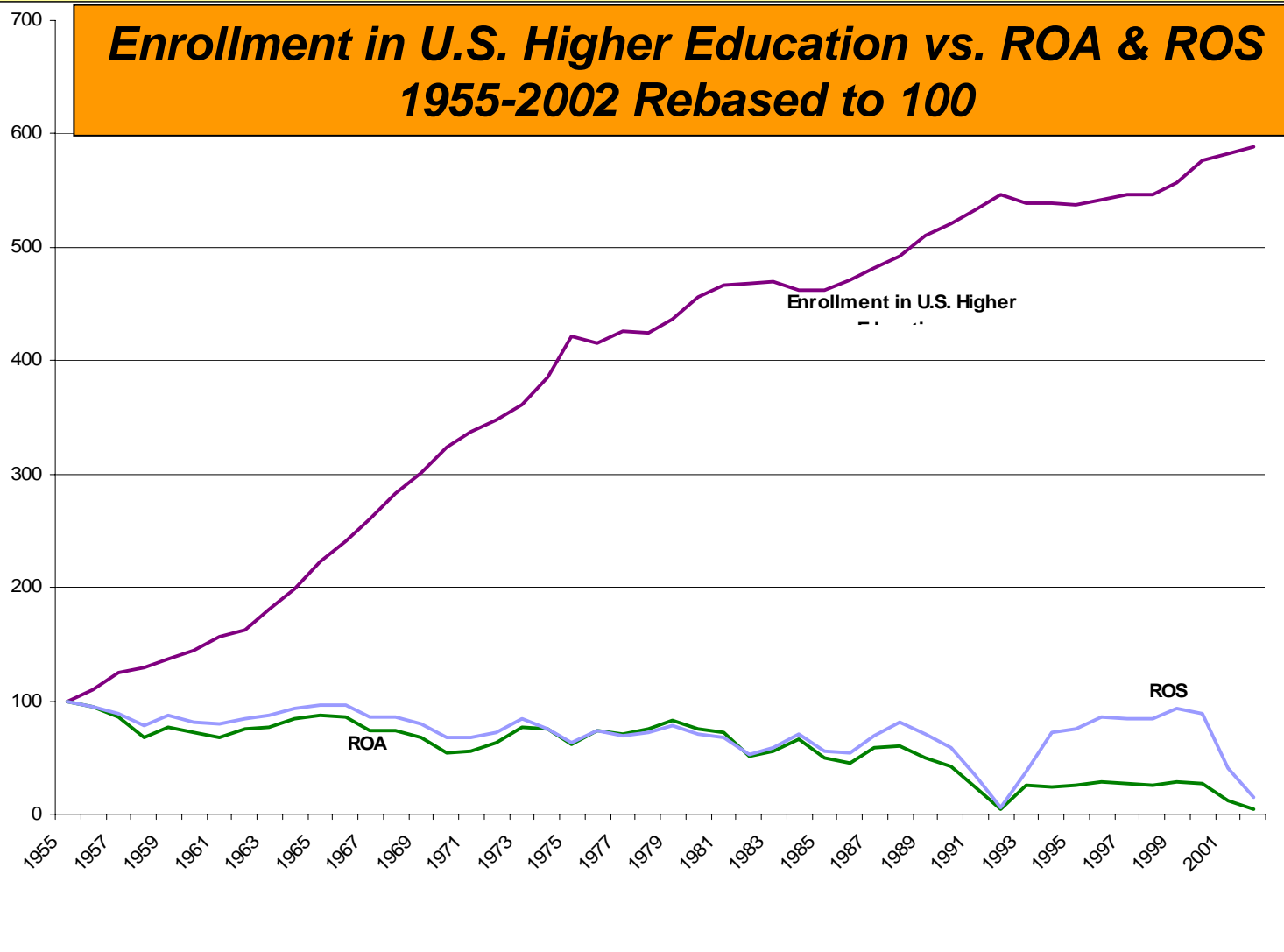
# THE SUPPORT ECONOMY

The Next Era of Wealth Creation

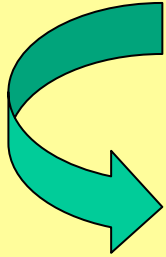
*Shoshana Zuboff*

2006

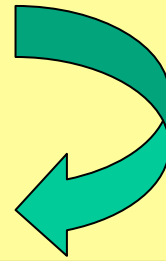
## ***Enrollment in U.S. Higher Education vs. ROA & ROS 1955-2002 Rebased to 100***



**SANCTUARY**



**VOICE**

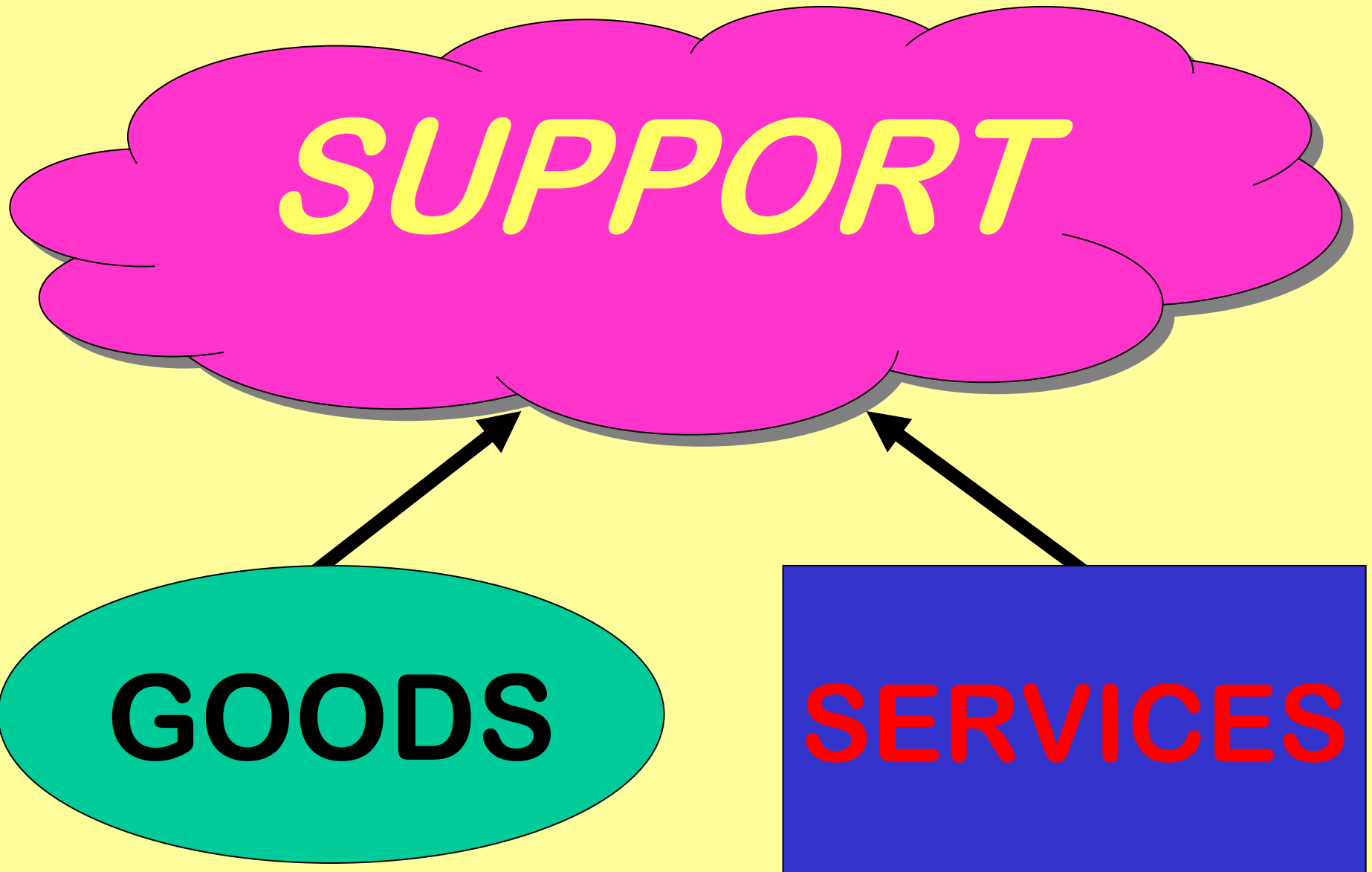


**CONNECTION**



**INDIVIDUATED  
CONSUMPTION**

# ***THE NEW META-PRODUCT***



# ***THE TRANSACTION CRISIS***



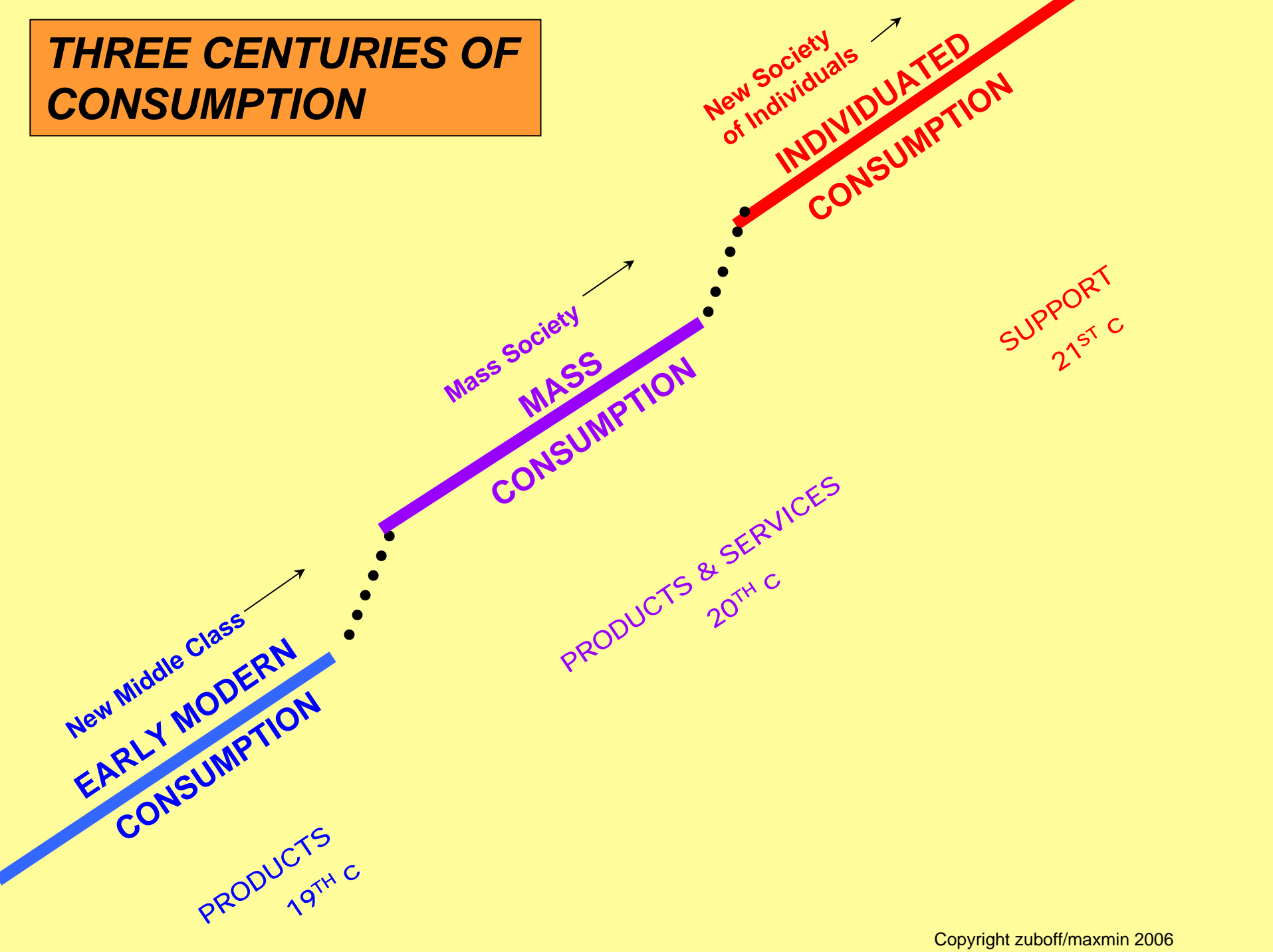
# ***THE TRANSACTION CRISIS***



# ***MARKETS OF PAIN***

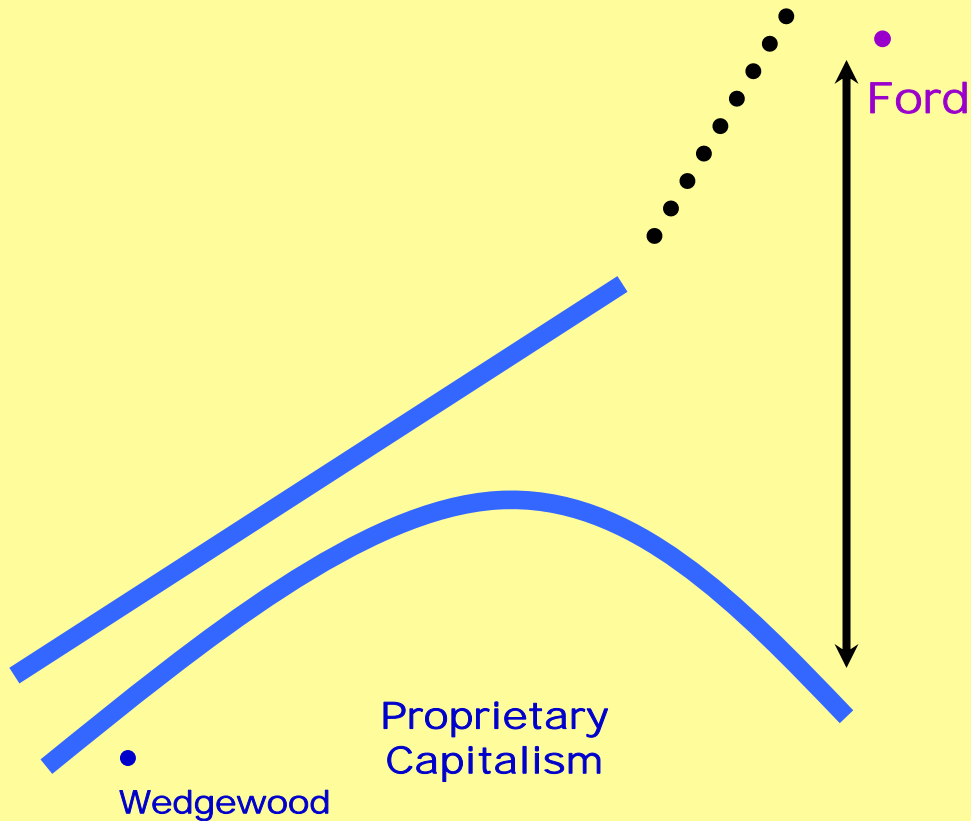


# THREE CENTURIES OF CONSUMPTION

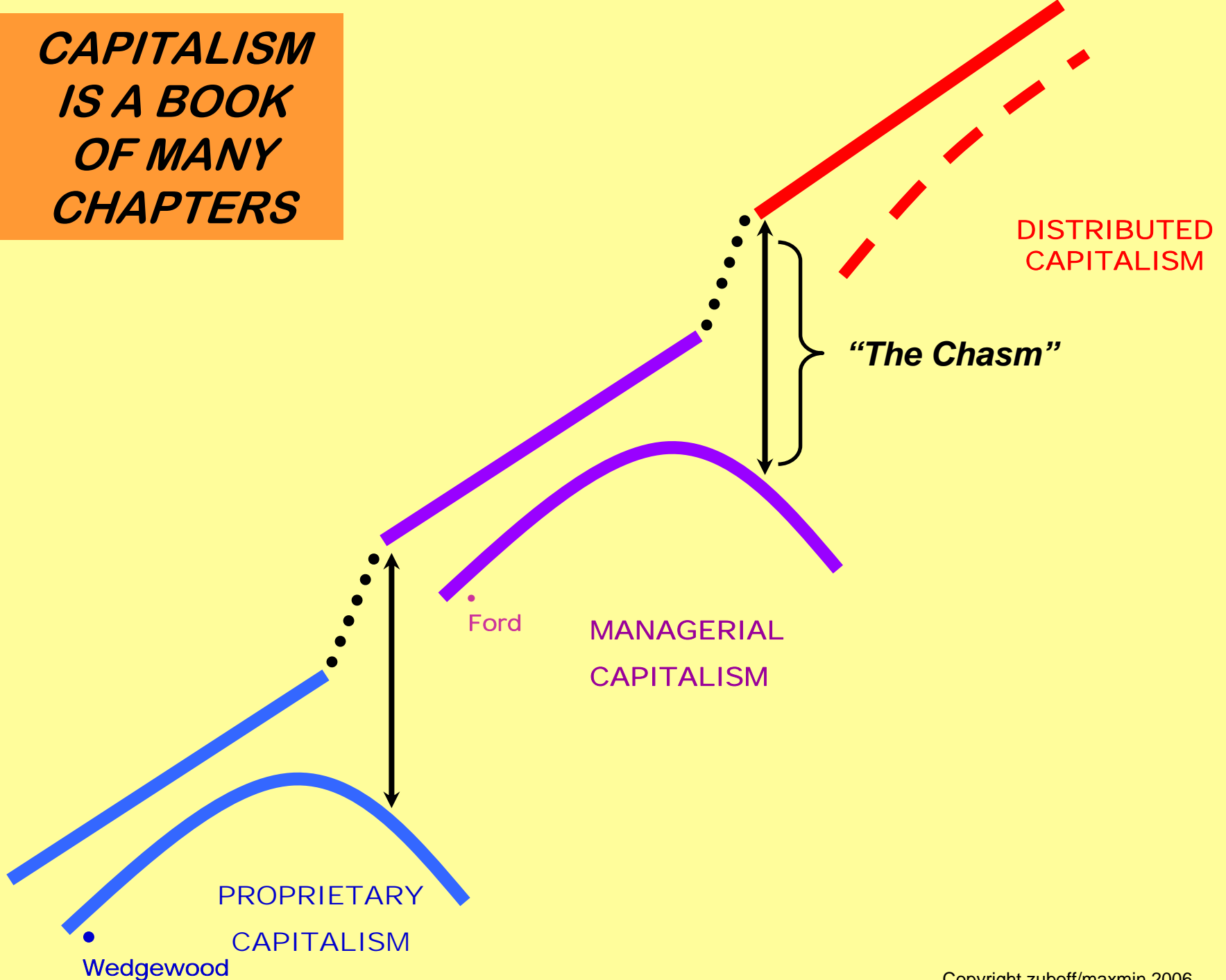


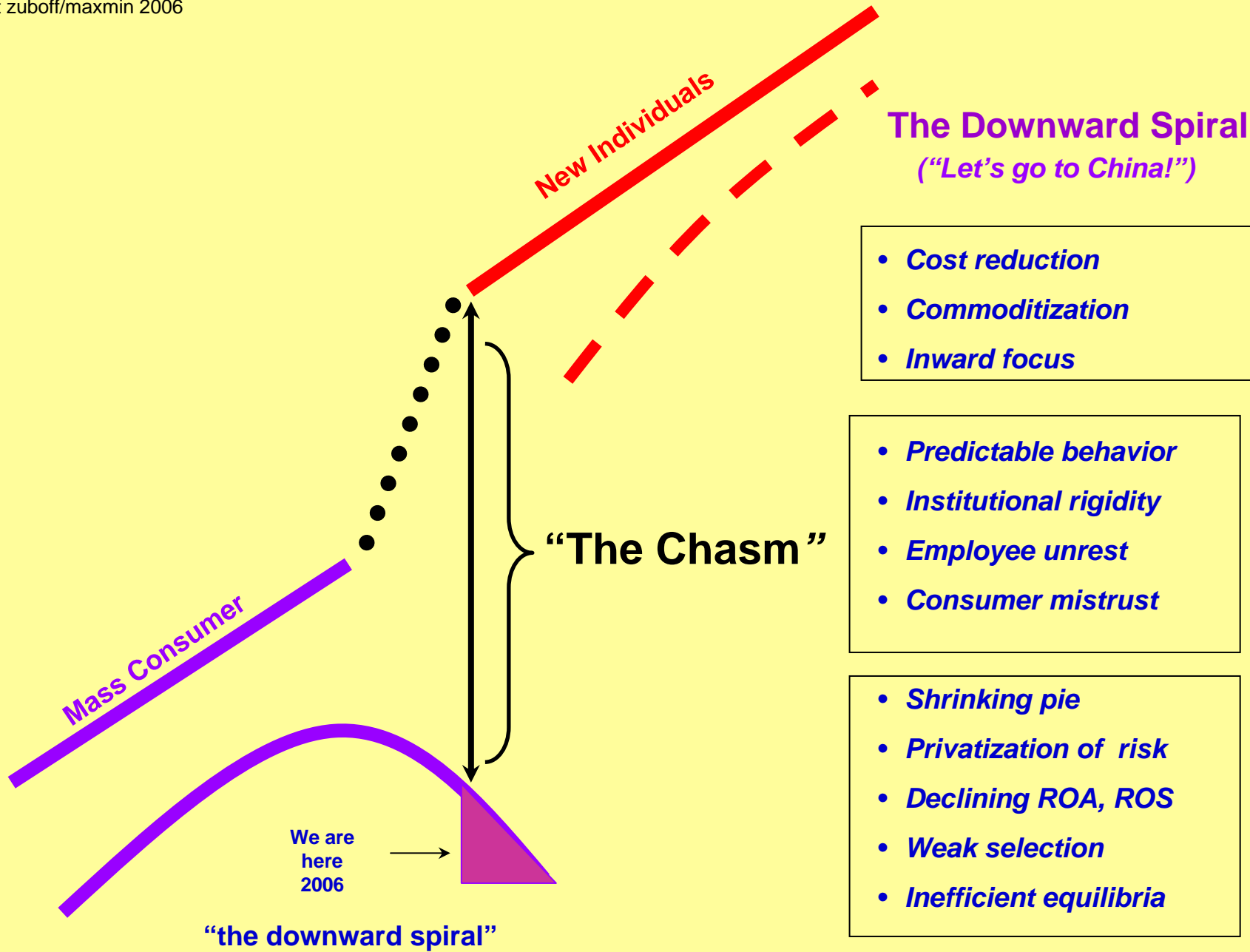


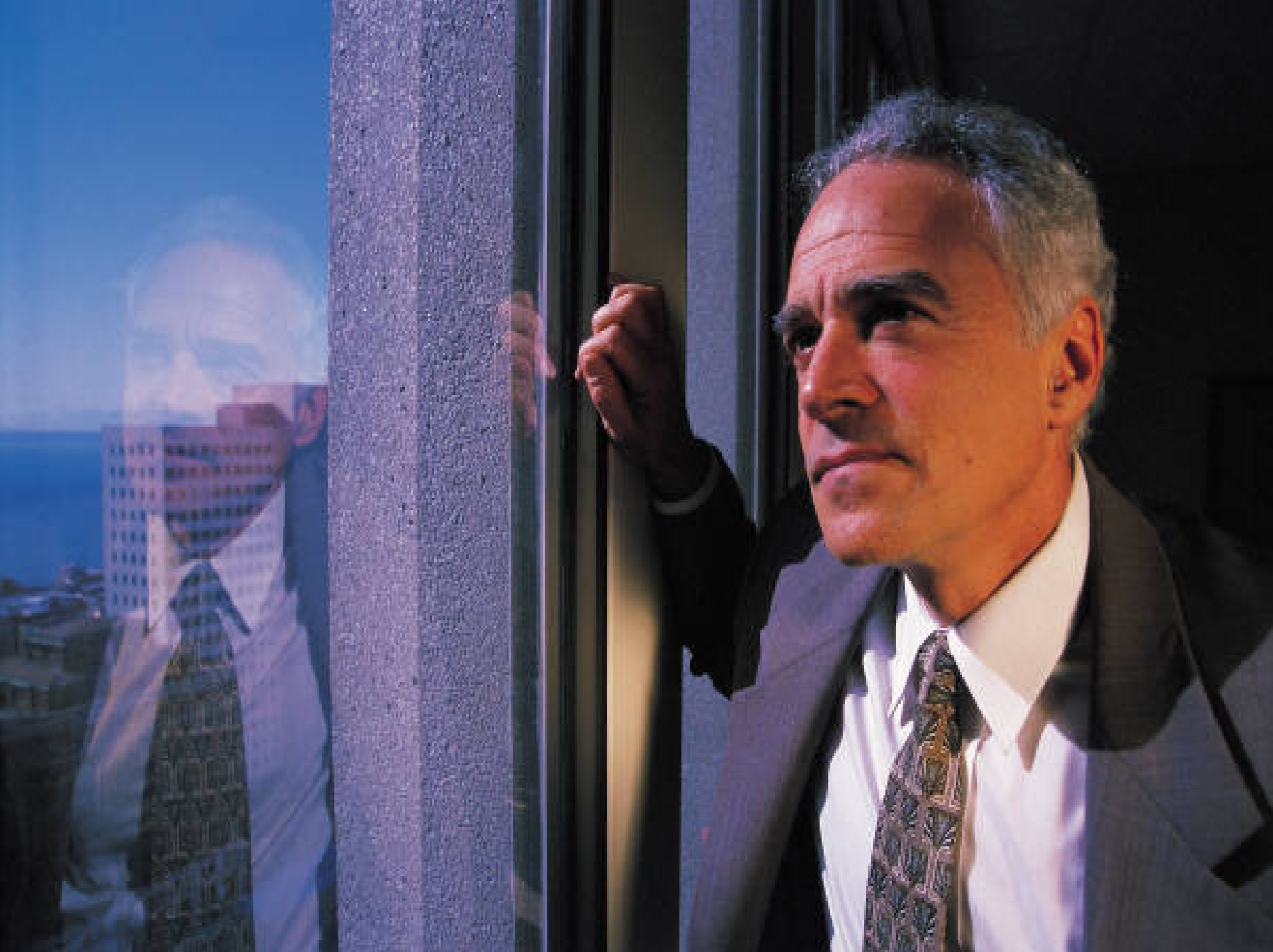
***CAPITALISM  
IS A BOOK  
OF MANY  
CHAPTERS***

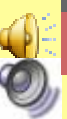


***CAPITALISM  
IS A BOOK  
OF MANY  
CHAPTERS***

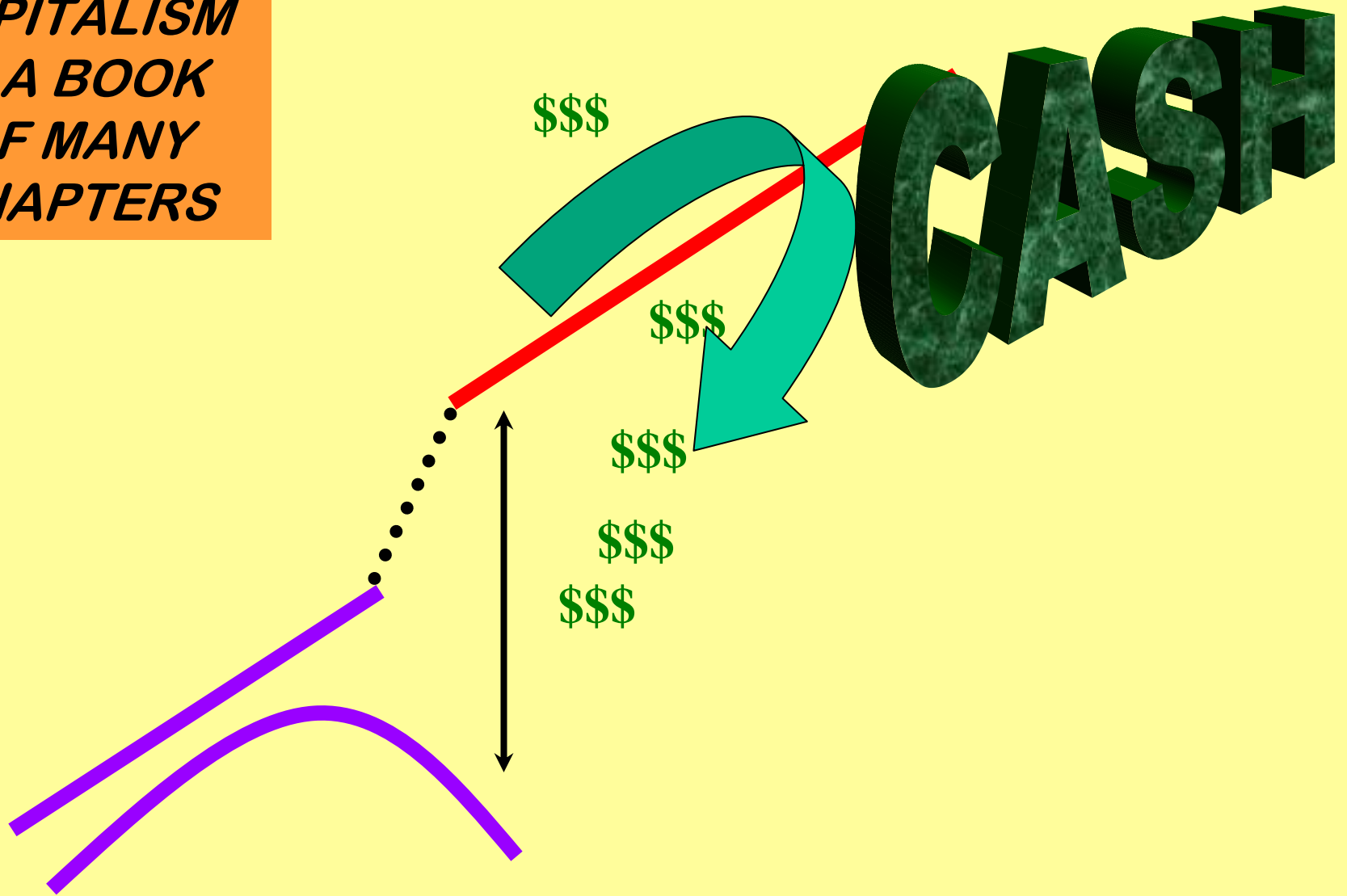




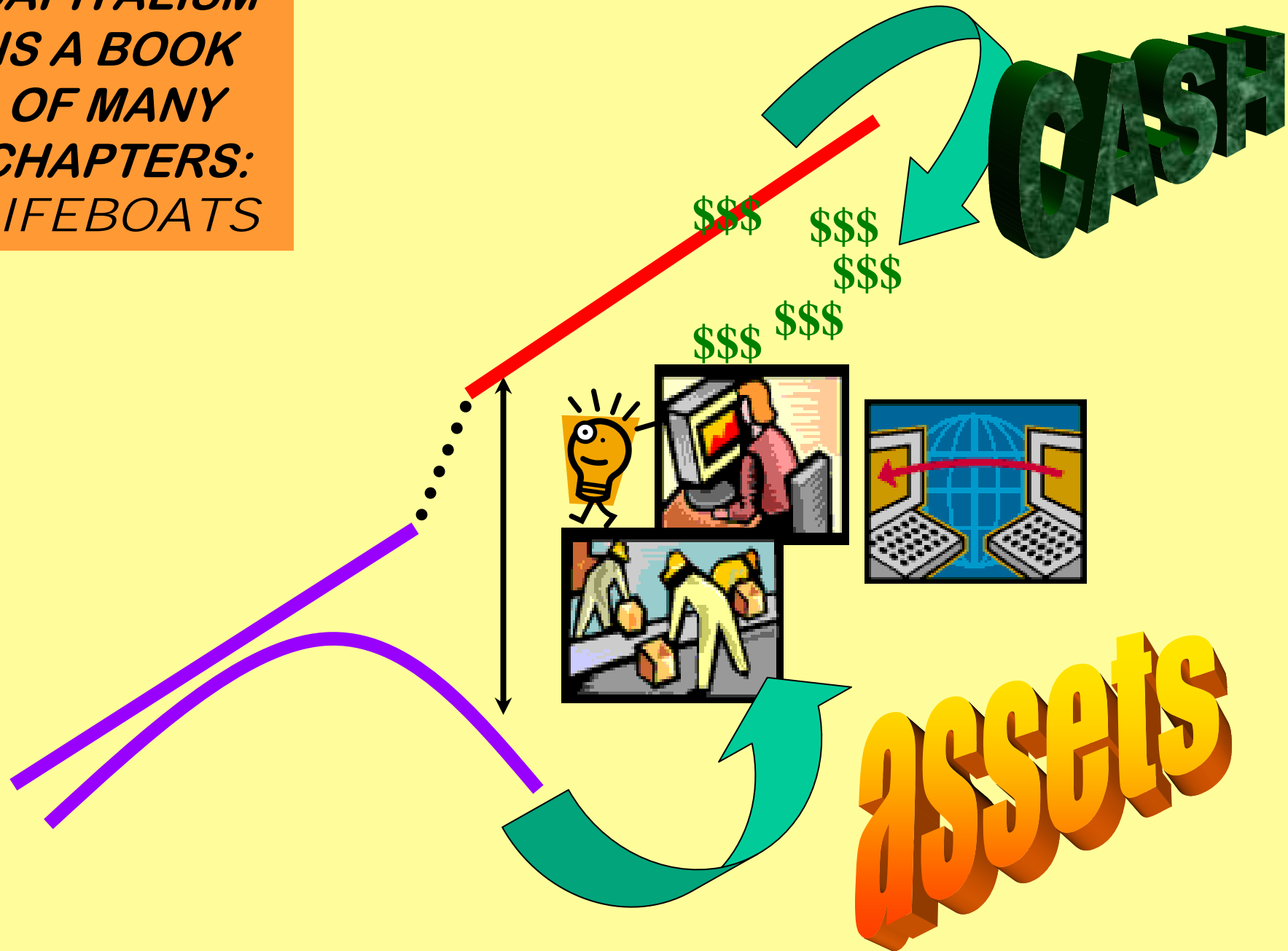




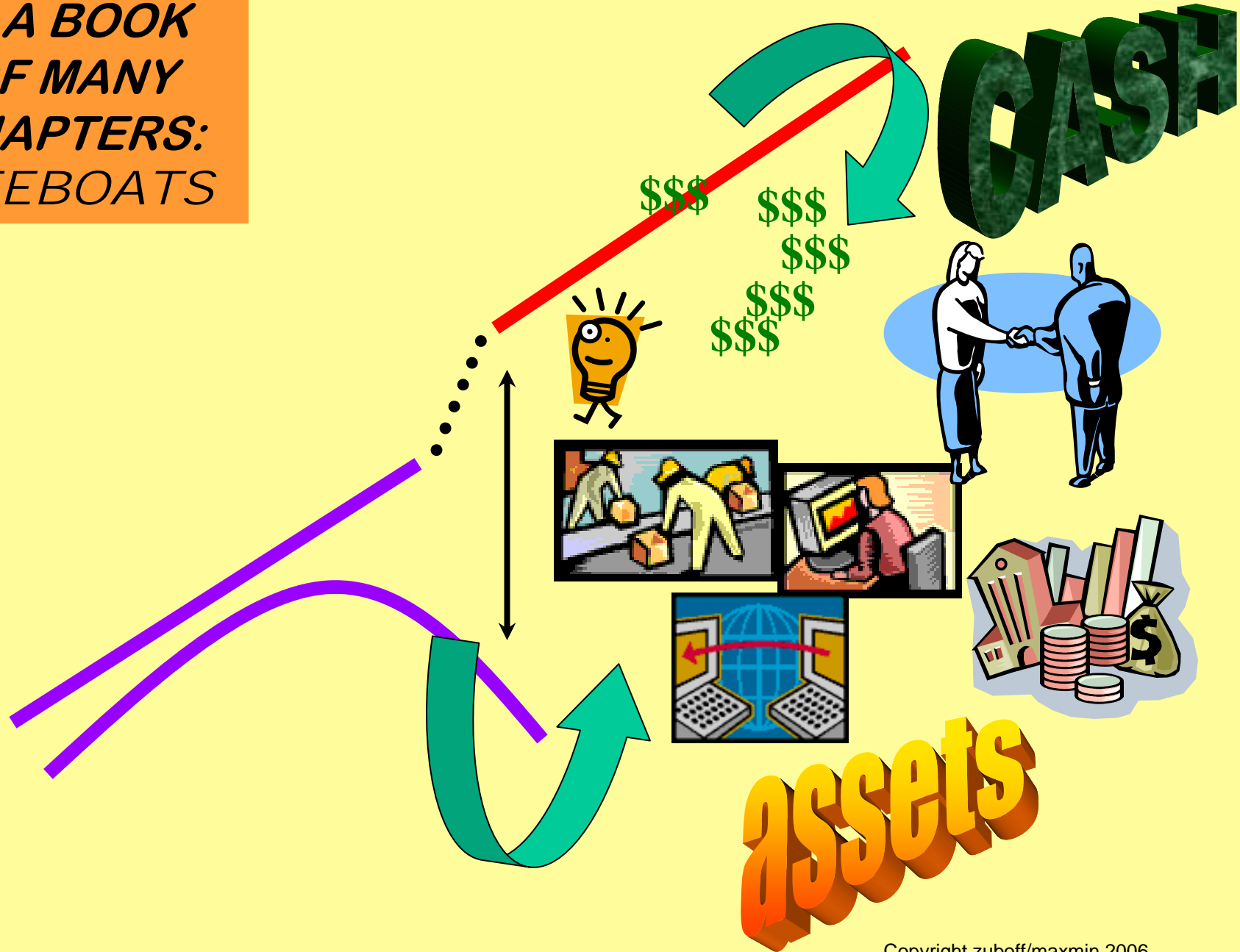
***CAPITALISM  
IS A BOOK  
OF MANY  
CHAPTERS***



***CAPITALISM  
IS A BOOK  
OF MANY  
CHAPTERS:  
LIFEBOATS***

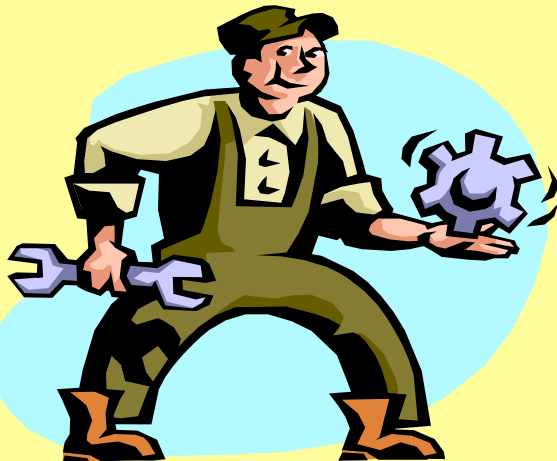
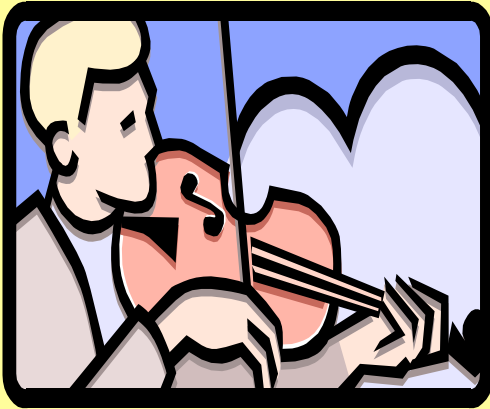


***CAPITALISM  
IS A BOOK  
OF MANY  
CHAPTERS:  
LIFEBOATS***





# ***THE INDIVIDUAL IS THE SOURCE OF VALUE***

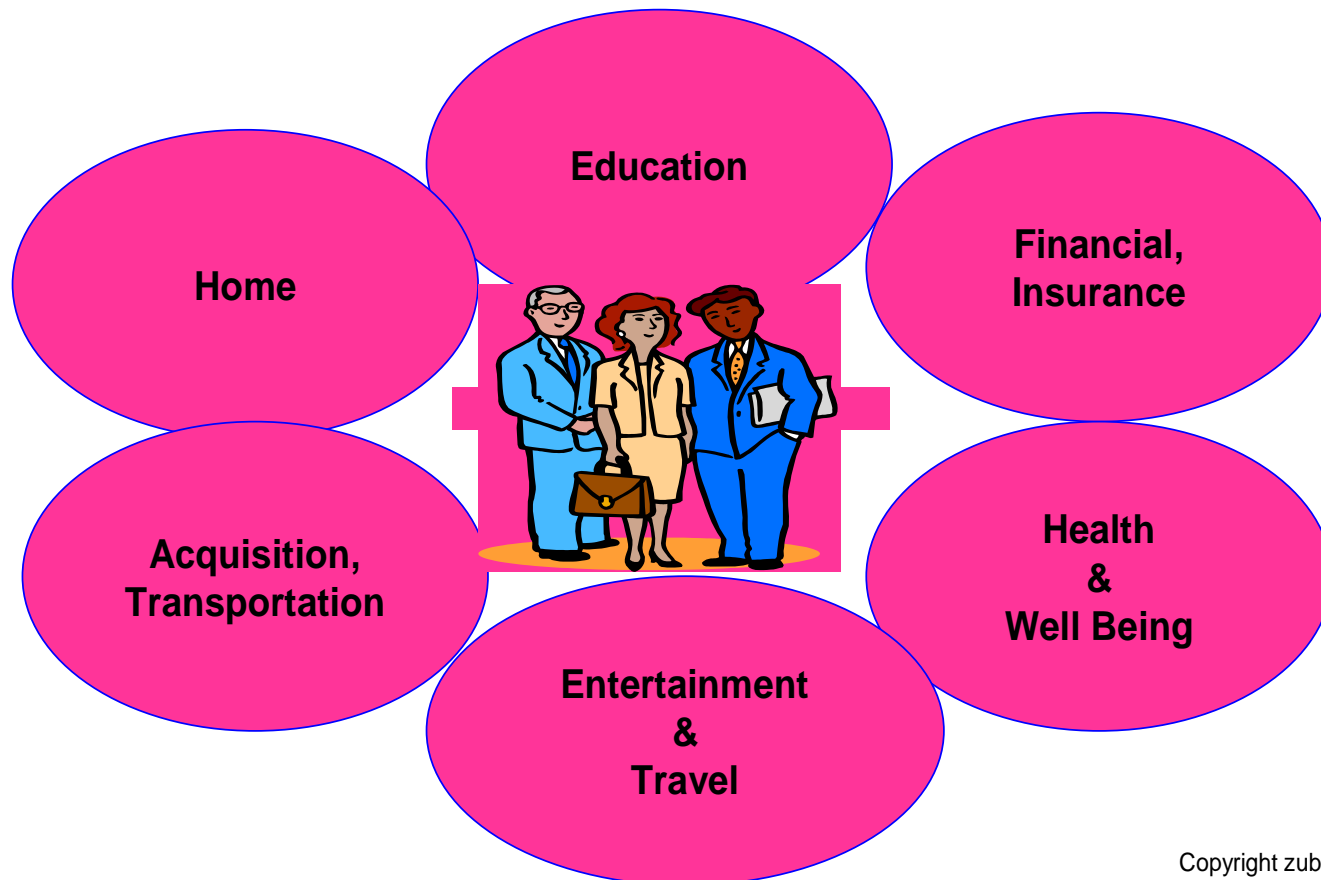


# ***ISPACE***

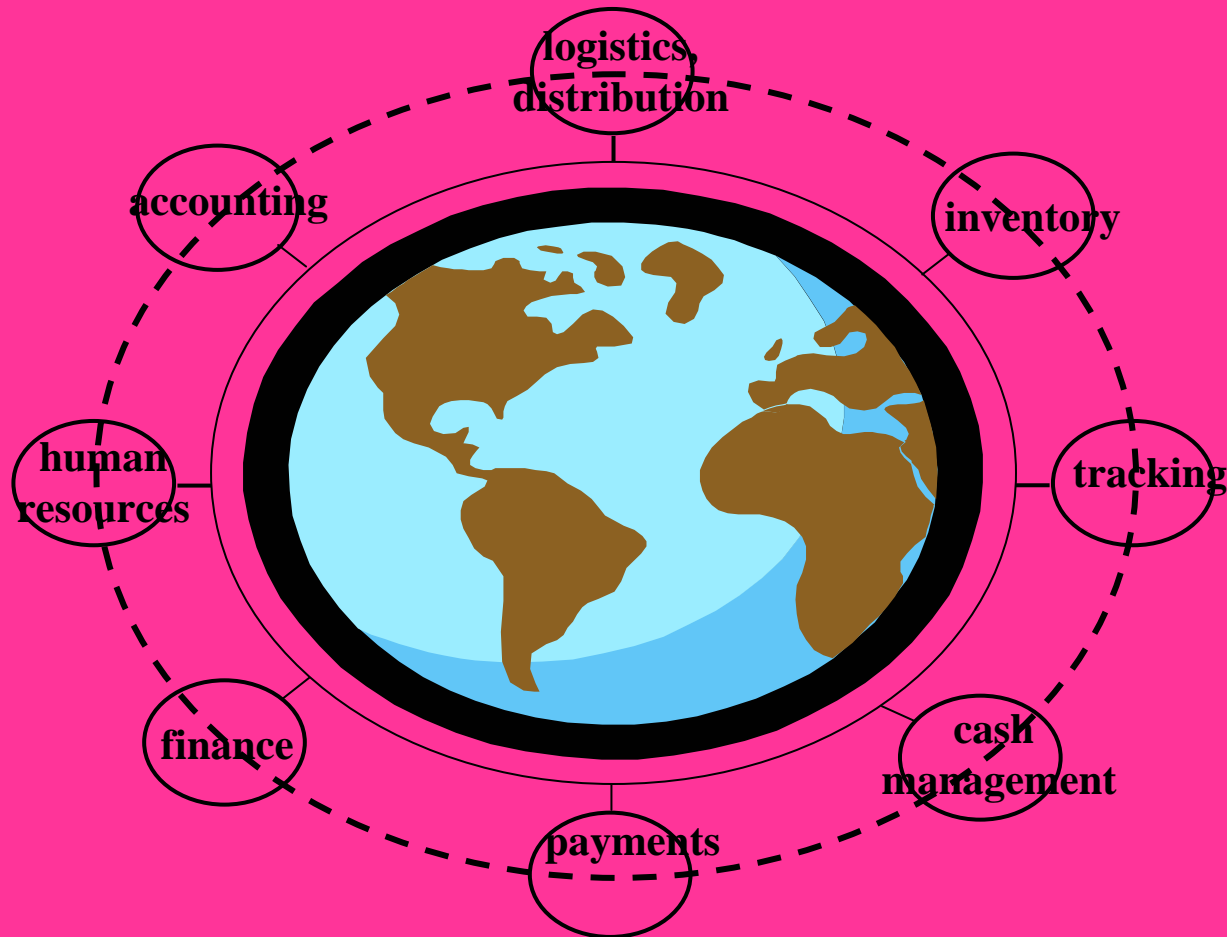


# Federated Support

**Who will want us to support them and how?**  
**With whom should we collaborate?**



# *INFRASTRUCTURE CONVERGENCE*





# *SIBLING SYSTEMS*



## ***THE SOCIAL RELATIONS OF SIBLING SYSTEMS***

- **Opt In**
- **Communities of Trust**
- **Shared Values**
- **Shared Governance**
- **Distributed Coordination**
- **Rules of Engagement**
- **Dynamic Negotiation**
- **I Metrics**

ARE YOU MY BROTHER,  
OR BIG BROTHER?



Google?

Craig's List?

Cyworks?

Wikipedia?

eBay?

Internet?

Blogosphere?

MySpace?

OpenSource?

**ORGANIZATION  
SPACE**

Value

***I SPACE***

**CONCENTRATED**

Enterprise  
Logic

***DISTRIBUTED***

**ECONOMIES  
OF SCALE**

Coordination

***ECONOMIES  
OF TRUST***

**ANONYMOUS,  
ADVERSARIAL**

Commercial  
Relationship

***INTIMACY,  
ADVOCACY***

**AUTOMATED  
ENTERPRISE**

Infrastructure

***DIGITAL SPINE***

**BUYER BEWARE**

Rights

***SELLER  
RESPONSIBLE***

**BIG BROTHER**

Social  
Relations

***SIBLINGS***



*“To the undertaking neither Ford nor I brought any considerable experience or tradition—which I have always felt was in the way of a fine capital to start with, for if the Ford company had begun with traditions, no one would know of that company today. Certainly we should have known that many of our most successful innovations could not possibly succeed !”* **James Couzens, 1921**