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RETHINKING BUSINESS >>>
15 THESES FOR TOMORROW'S ECONOMY
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- #01 The global economy does not exist. Economic power rests with the regions, success can only ever be achieved on local markets.
- #02 Tomorrow's wealth will be based on the free exchange of knowledge and creativity. The business community has its difficulties with both.
- #03 It takes an open society to bring forth creativity. Democracy is the forgotten location factor.
- #04 The economic "shift to Asia" ushers in a new world order. Europe requires a new cultural self-image and has to redefine its role in the world.
- #05 Short-term capital interests are a drag on listed companies. When it comes to safeguarding our long-term future opportunities, SMEs take the lead.
- #06 Global corporations are becoming overly complex and unmanageable. Being able of decentralized action means learning to switch to self-organisation and delegation of responsibility.
- #07 Hermetically sealed companies are a thing of the past. Value-added networks and collaborations are becoming key factors.
- #08 At the heart of a changing set of economic practices will be the project economy, driven by creative knowledge workers and a thriving entrepreneurial community.
- #09 Sustainable societies depend on creative freedom and a new, extended concept of innovation which balances interests of knowledge, businesses, states, and society in novel arenas.
- #10 Economy and ecology are no longer at odds. The survival of trade, commerce, and society hinges on sustainable future markets.
- #11 The paradigm of the information society is fading. There is a shift to a new one: We have embarked towards the "bionic society".
- #12 The penetration depth of convergent technologies spawns a second evolution, falling foul of both the Eastern and the Western image of man. Only a new set of values will keep fundamentalism at bay.
- #13 Customers are turning into discerning partners. Trust, communication, and interaction are the basis of a new social commerce. Markets are conversations.
- #14 The polarisation of society divides and drives the search for a new social consensus. The new middle class is an actor of change.
- #15 Innovation means self-reflection and cultural change. We need a community which lives innovation – and also has place for failure.