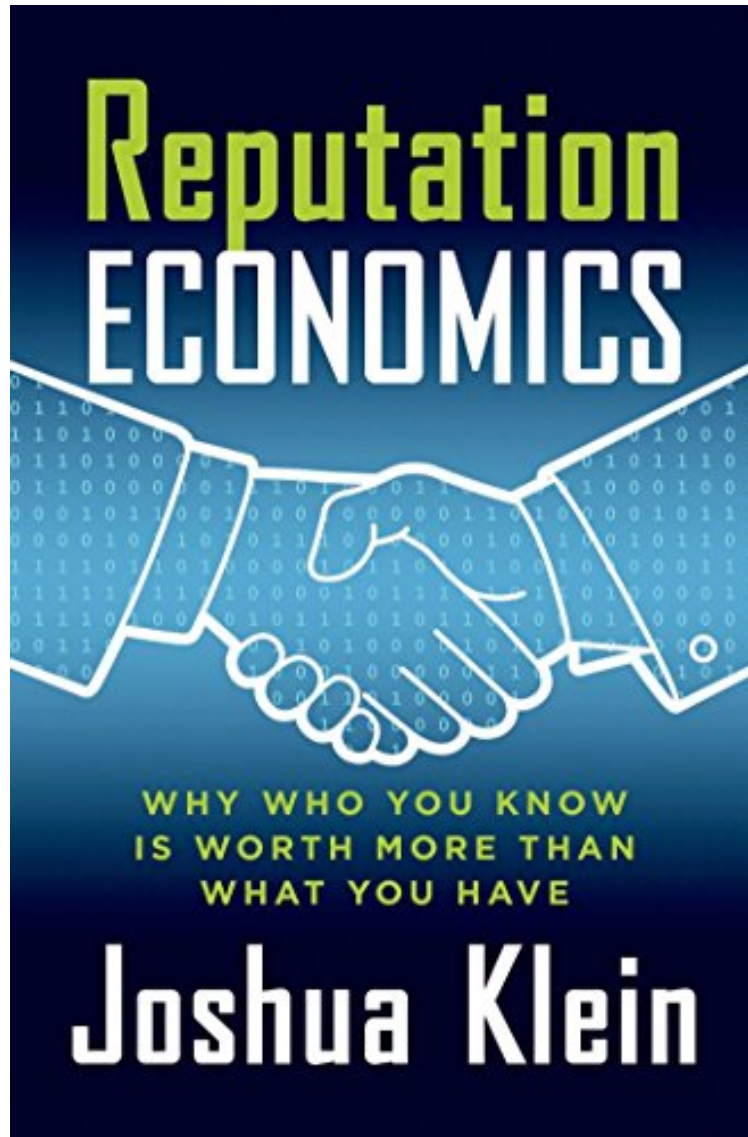


(Pdf free) Reputation Economics: Why Who You Know Is Worth More Than What You Have

Reputation Economics: Why Who You Know Is Worth More Than What You Have

Joshua Klein

audiobook / *ebooks / Download PDF / ePub / DOC



[Download](#)

[Read Online](#)

#1310039 in eBooks 2013-11-05 2013-11-05 File Name: B00E2PZT3W | File size: 69.Mb

Joshua Klein : Reputation Economics: Why Who You Know Is Worth More Than What You Have before purchasing it in order to gauge whether or not it would be worth my time, and all praised Reputation Economics: Why Who You Know Is Worth More Than What You Have:

0 of 0 people found the following review helpful. Read this book now!By mnoffsingerReputation economics is a must-read for anyone who wants to compete in the marketplace of the 21st century. If you're an innovator, entrepreneur, corporate head, or just someone flirting with the idea of striking out on his own, this book is absolutely for you. I can't

recommend it enough!
0 of 0 people found the following review helpful. Five Stars
By ferit melih Akaybicen
Amazing book
1 of 1 people found the following review helpful. Strategy, business models and reputation economics
By Ron Immink
Strategy and reputation economics
We have a lot of clients in the financial sector, including banks. When we do sessions on strategy and future trends, we have recently included "Reputation economics" by Josh Klein
Reputation is key
In "Reputation economics" he sets out why he thinks reputation is becoming increasingly important. And it has nothing to do with your Klout score, but everything about exchange of value and trading.
Future business models
When you talk to clients about strategy, you also need to discuss future business models. And that is the strength of this book. Both on a business to business level as well as business to consumer level.
Bleak
For large organisations, he has created a bleak picture. Imagine combining "Brand washed" (nasty marketing) with "Filter Bubble" (manipulation), "Digital disruption" (big bang disruption), "Bank 3.0" (banks are in trouble), "Free" (building business models based on free), "Starfish and the spider" (Napster models as the way forward) and "Overconnected" (the digital butterfly in the creating a storm somewhere else). There is something of "Metaskills" (design is the future) in there too.
The future
When designing your business for the future you need to take into consideration:
The shared economy and collaborative consumption as a mega trend. Study Skillshare, Taskrabbit, Uber, Airbnb, Kickstarter and if in Ireland Linkedfinance.
The different perspective on value, particularly by millennials, who are more interested in experience rather than ownership
The perspective on money as a way to transfer value. If you know that currently 50% of the economy is informal and growing to 70%, there is a need to look at other ways to get paid. Study Bitcoin, Transferwise, the Hawala system, bartering, time banking, but also Warcraft.
The circumvention of systems, which started with Napster, but is now hitting lots of other distribution systems, and includes the impact of 3D printing, open source and big data.
The findings of Edelman, that now values trust and transparency higher than the assets on the glance sheet of a company
The ability to trade and exchange value on a one to one basis, the truest form of marketing and segmentation.
The erosion of trust in large corporates and governments
The ability, through technology, to build alternative, scalable platforms by a group of like minded individuals.
Cocktail of change
If you combine deregulation powered by the people, informal economy, digital, online and distrust in current systems, you have an interesting cocktail for change. In such a world of chaos, the currency that is most valuable is trust and reputation. As it was before the industrial revolution, or before the financial systems as we know it, were invented. It is hardwired into human beings. Everybody understands reputation.
Lessons for business
What are the lessons for business:
This is an opportunity for the micro businesses as they are closer to customers and are better capable of developing a reputation and a relationship of trust.
Everyone needs to examine their reputation trail, which is the sum of your engagements offline and mainly online. And it needs to look good.
Your brand is your reputation and you can't spoof it or buy it.
If you want to tap into the informal system (70% of economy!) you will have to find other ways to exchange value.
The definition of value itself is changing (happiness, love, delight, experience).
Plan for system collapse.
3 basic scenarios
How you view this, depends on where you come from.
1. Exchanges based on soft capital, such as trust, happiness, love, family, local community benefit and reputation. A sharing is caring economy, where you get what you give back. The true reciprocity economy.
2. Or a world where banks, tax systems, governments and currencies itself are collapsing, leaving a trail of destruction and chaos.
3. As is
Whatever way, you need to plan for all these scenarios.
Scenario 3 is not going to happen

As the internet has increasingly become more social, the value of individual reputations has risen, and a new currency based on reputation has been created. This means that not only are companies tracking what an individual is tweeting and what sites they spend the most time on, but they're using this knowledge to predict the consumer's future behavior. And a world in which Target knows that a woman is pregnant before she does, or where a person gets a job (or loses one) based on his high school hijinx is a scary one indeed. Joshua Klein's Reputation Economics asks these crucial questions: But what if there were a way to harness the power of these new technologies to empower the individual and entrepreneur? What if it turned out that David was actually better suited to navigate this new realm of reputation than Goliath? And what if he ushered in a new age of business in which reputation, rather than money, was the strongest currency of all? This is all currently happening online already.
Welcome to the age of Reputation Economics:-
Where Avis is currently discounting car rentals based on Twitter followers-
Where Carnival Cruise Lines are offering free upgrades based on a Klout score-
Where Amazon and Microsoft are a short way away from dynamically pricing their goods based on a consumer's reach and reputation online-
Where Klout scores are being used to vet job applications
The value of individual reputation is already radically changing the way business is done.

Reputation Economics peels back the onion to reveal the dystopia of modern commerce and the trends, tools, and technologies that allow individuals to take more control of their futures and render business as usual obsolete. I recommend this fascinating and instructive book to both the captains of industry and the folks who'd like to see them sink.
Matt Stinchcomb, VP, Values Impact, Etsy
Josh Klein understands what is about to replace money. The extent to which you understand it, too, will likely determine whether you thrive in the landscape before us.
Douglas Rushkoff, author of Life Inc and Present Shock
The global economy is in upheaval, and Klein details

the technologies behind much of this change and the growing emphasis on relationships. He does all this with fresh and cogent insight. Don Tapscott, bestselling author of 14 books, including *Radical Openness*. About the Author Joshua Klein is an internationally known technology expert who studies systems, from computer networks and institutions to consumer hardware. His recent projects have included an acclaimed new television series on the history of innovation on the National Geographic Channel, called *The Link*, one of the most watched TED videos of all time (about vending machine to train crows to exchange found coins for peanuts) and the development of a cell phone application to create a virtuous cycle of education and employment in South Africa. His work has appeared in *The New York Times*, *Wired*, *O Magazine*, and *The Harvard Business Review*. He has made appearances on MSNBC, NPR, and has spoken at conferences from TED to Davos, and presented in front of organizations ranging from the State Department to the Young Presidents Organization Global Leadership Congress, to Microsoft to . He lives in New York City.