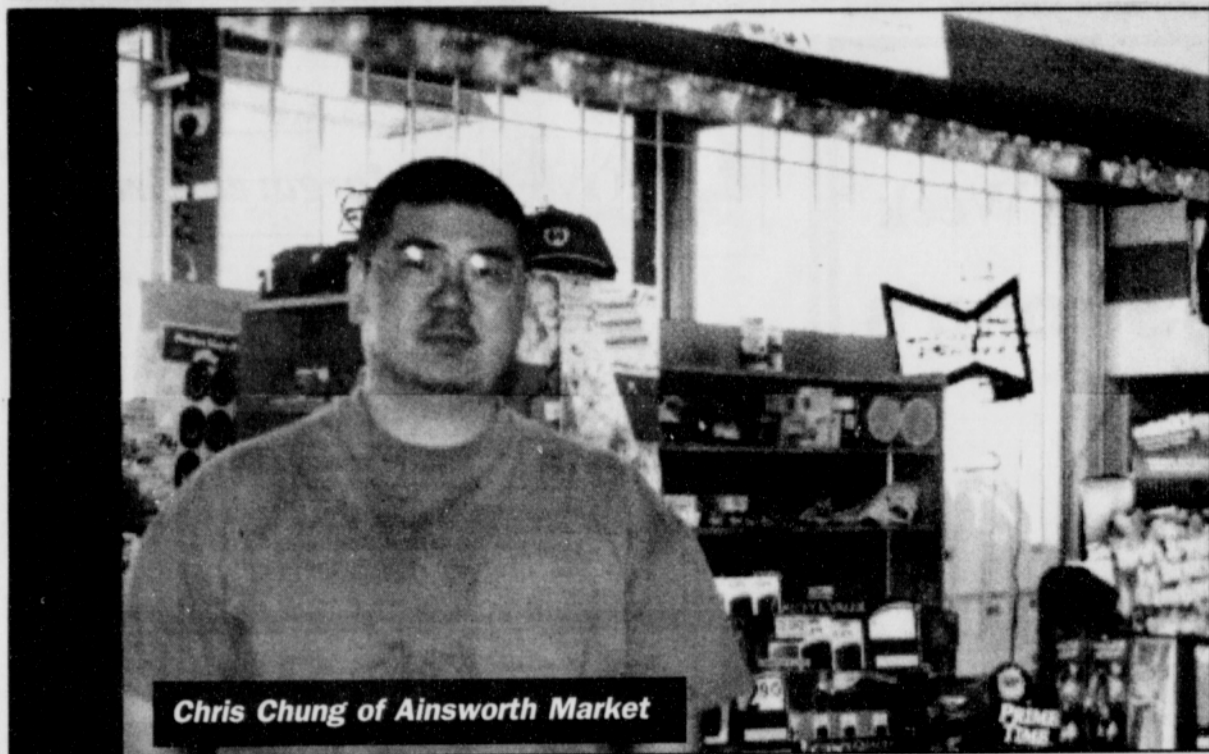


# THE NEW BUSINESS RULES

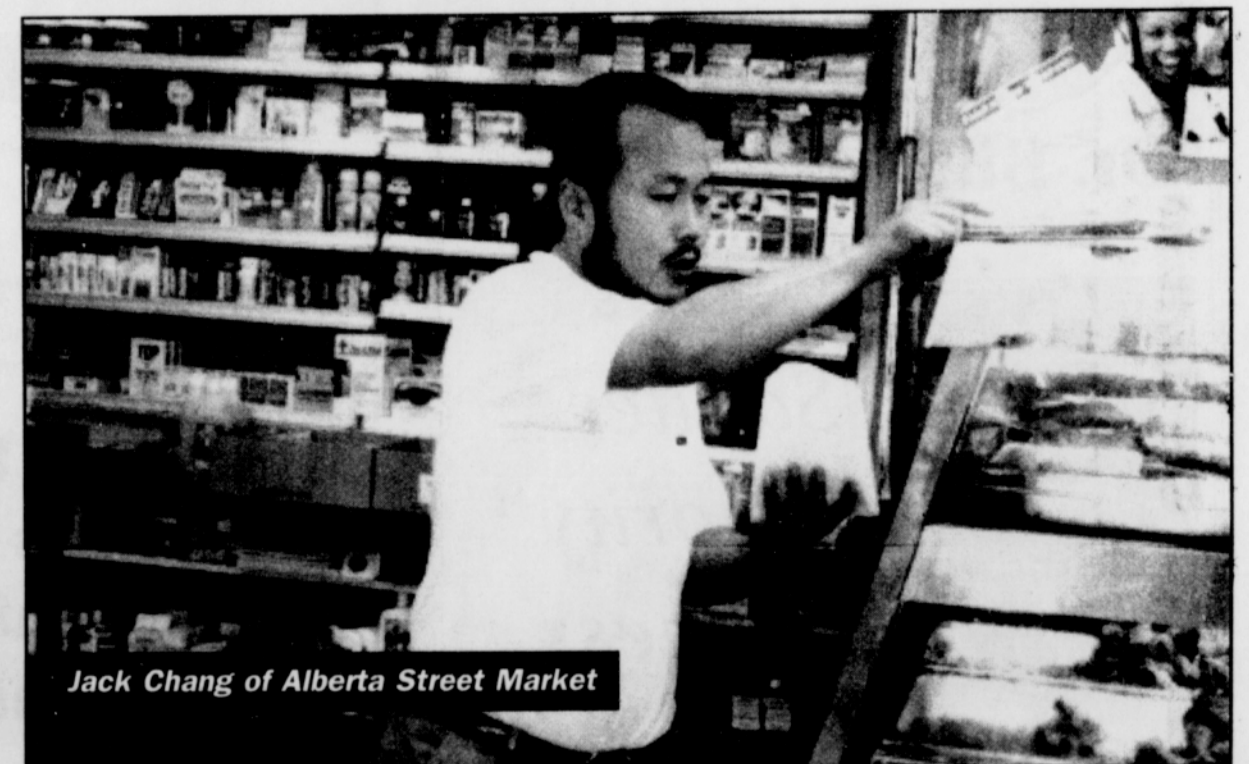


By Stan Davis and Christopher Meyer, authors of "Blur"

- Make Speed Your Mind-set
- Connect Everything and Everything
- Grow Your Intangibles Faster Than Your Tangibles
- Build Product into Every Service
- Put Service into Every Product
- Manage All Business in Real Time – Get a grip on what's happening at this instant, so the right adjustments can be made without delay.
- Be Able to Do Anything You Do at Anytime – These days, 24X365 rules.
- Be Able to Do Anything, Anyplace – Connect your business no matter where you - or your customers are.
- Put Your Offer Online – the Net is the first distribution channel of the electronic age.
- Make Your Offer Interactive – Make an inventory of your offerings and take a close look at how interactive each is in terms of a continual dialogue.



- Customize Every Offer
- Make Sure Your Offer Gets Smarter with Use – Your offer must be able to learn from the way your customer puts it to use, and respond to the communication.
- Forget about Annual Model Changes; Download Your Upgrade
- Put Emotions into Every Offer and Every Exchange
- Forget All You Thought You Knew about Business Economics
- Forget the Law of Diminishing Returns – as all businesses become more information-intensive they will increasingly migrate toward increasing returns.
- Don't Start with Your Customer – Your product must educate the customer and the customer must educate you.
- Don't Plan Your Company's Future; Adapt
- Learn to Partner, Learn to Split
- Create a Platform; Be the Standard
- Let the Market Price Your Offer



- Assume Everything Will Be Deregulated
- Measure Your Company by Market Cap Ratios, Not Revenues
- Be Big and Small Simultaneously
- Blend Webs and Hierarchies – Focus on building your future organization web, not on tearing down your old organization hierarchy.
- Keep Your Assets in Cyberspace and Off the Balance Sheet
- Prize Intellectual Assets Most, Financial Assets Second, Physical Assets Least
- Manage, Measure, and Grow Your Intangible Capital
- Value a Company by Its Growth Rates, Not by Its Assets
- Own the Links, not the Nodes – Remember you're living in a world where everything is connected with everything. So master the ability to Connect.
- Value What's Moving, Not What's Standing Still – Anything standing still is a liability. Motion makes them productive, so you've got to measure, manage, and value Speed more than quantity.
- Pay Attention. Attention is the Next Scarce Resource – We live in a world of information glut. Start paying attention to how to get people's attention and keep it.

