

Postindustrial 5

A synthesis of the economical dimension

Authors :

Milton Friedman

John Kenneth Galbraith

Freidrich Hayek

Jeff Besos

Amartya Sen

Allan Greenspan

Warren Buffett

Paul Krugman

Joseph Stiglitz

Peter Barners

Shoshana Zuboff

Jane Jacobs

Carol Graham

Adam Arvidsson

Nicolai Peitersen

Ben Bernanke

Henry Paulsen

Events and concepts :

1st generation of productivity tools

Émergence of Japan and the South-East Asian Tigres

Paperless office, Cashless Society

The search for the next *killer applications*

Teleshopping

New economic order

Bricks and clicks architecture, combined with alliances

Derivative products, variable pricing

Financialization of the economy

De-localization, de-regulation

e-business, B2B, *smart shopping*

Global system 24/7/365

The advertising spend « pie » on the Interbet

Added Value,

eBay, Amazon.com

Various monetary and economic crises –

Time-Warner buys AOL

Bursting of the stock market bubble

Financial scams

Content is King

Triple Play services

War based on clicks, cooperation

Failure of the Doha Round

The Ethical Economy

The Economy of Happiness

Subprime mortgages crisis

Fanny Mae, Freddie Mac, City Corp, etc

G20 « rescues » us from financial catastrophe

1980

End of the 2nd industrial era

2000-2002

Beginning of the rupture

Emergence of the postindustrial era

2010