



The Laws of Disruption: Harnessing the New Forces that Govern Life and Business in the Digital Age

Larry Downes

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While digital life races ahead, the rest of our life, from law to business, struggles to keep up. Business strategists, lawyers, judges, regulators, and consumers have all been left behind, scratching their heads, frantically trying to figure out what they can and can't do. Some want to bring innovation to a standstill (or at least to slow it down) through lawsuits and regulation so they can catch their breath. Others forge madly ahead, legal consequences be damned.

In *The Laws of Disruption*, Larry Downes, author of the best-selling *Unleashing the Killer App*, provides an invaluable guide for these confusing times, exploring nine critical areas in which technology is dramatically rewriting the rules of business and life.

The Laws of Disruption will help business owners and managers understand not only how to avoid being blindsided by customer rebellion, but also how to benefit from it. It will teach lawyers, judges, and regulators when to keep their hands off the system and it will show consumers the consequences of their digital actions.

In the gap created by the Law of Disruption, golden opportunities await those who move quickly.

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