

*Tribute to
Alexander Bard*

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Renaissance man

Alexander Bard is a lecturer at SpeakersNet, with clients including Ericsson, Stockholm School of Economics and Y&S Club. He is writer, sociologist, philosopher and TV talk show host. A successful businessman. He practices what he teaches. He co-founded a number of successful e-commerce ventures, including the widely celebrated interesting.org and runs 9 international networks. He is author of 80 hit singles, record producer, Internet expert, philosopher, writer, and much else.

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New, meaningful terms

Netocracy: the new power elite and life after capitalism

Forget terms beginning with post. . . (post-capitalism, post-modernism, post-communism):

The move from a society dominated by asymmetric forces to the age of interactivity

Attentionalism: those who can harness global networks of information and master new forms of communication will control business, finance, legislation and knowledge

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The new class

Djilas' s term reinvented by Bard and Söderquist

Digital revolution. Driven by the internet based communication human networks are turning into the major means of doing business, organising movements, getting knowledge and controlling politics.

New structures are emerging: power will not lie with those who own material means of existence but with those who own information. „It is the people who can create and sustain attention that are the Netocracy, the new holders of power. ” They are the new class, the netocrats.

The netocracy consists of people with ability to interact and communicate. They are the ones who have many contacts. Those who lack this ability and are unable to use the new interactive media technology will form the class of netproletarians.

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Two goddesses of Eris

Nietzsche: Abilities which are terrifying and considered inhuman may even be the fertile soil out of which all humanity can grow in impulse, deed, and work

egotism, cruelty, lust to conquer, envy

Goddess 1: Cruel one, furthers the evil war and feud. No mortal likes her.

Goddess 2: She urges even the unskilled man to work, and if one who lacks property beholds another who is rich, then he hastens to sow in similar fashion and to plant and to put his house in order, the neighbour vies with the neighbour who strives after fortune. Good is this Eris to men.

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Homer's Contest

The contest is necessary to preserve the health of the state.

Nobody can be in safety. The all-exceeding individual is to be removed in order that the contest of forces might reawaken.

Instead of one genius several geniuses which incite one another to action, as much also they hold one another within the bounds of moderation. That is the kernel of the Hellenic contest-conception: it abominates autocracy and fears its dangers, it desires as a preventive against the genius-a second genius.

The winners

The principle of plurarchy

Eternalists

Network entrepreneurs

Curators

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The Losers

Underclass

Localism

Isolation

Chances of upward mobility

New system of justice

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Netocratic utopia?

Richard Florida's New Class

Creativity

Tolerance

Technology

How new will be the new world?

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