

## Electronic Communities

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Dynamics of the e-Marketplace in  
the 21st Century

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## Thinking radically for the new e-world

### Did I really say that?



"I think there's a world market for maybe five  
computers."

Thomas Watson  
Chairman, IBM, 1943

### Did I really say that?



"There is no reason why anyone would want a  
computer in their home."

Ken Olson  
President/Chairman/Founder, Digital (DEC),  
1977

### Thinking radically



"...technology isn't going to wait until people are  
ready for it. Within the next ten years we will  
start to see substantial shifts in how and where  
we work, the companies we work for, and the  
places we choose to live."

*Bill Gates: The Road Ahead, 1995*

"The Internet changes everything."

*Bill Gates: Business @ the Speed of Thought  
1999*

### Thinking radically



"Countries that wholeheartedly embrace e-  
commerce will benefit from improved national  
economic performance..."

"...those that do not, risk seeing trade ebb  
away to low cost competitors elsewhere in  
the world."

*Tony Blair*

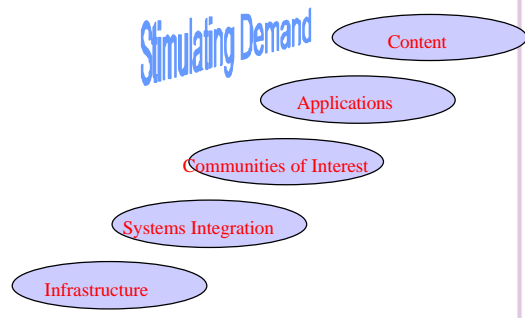
**BT retail** Managing change



Change happens  
 internet  
 faxes  
 modems  
 mobiles  
 e-mails  
 cable-tv

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**BT retail** Harnessing Community Energies



- e-Government
  - e-Business
  - e-Learning
  - e-Community
- individual
  - communities of interest
  - fully integrated e-Communities

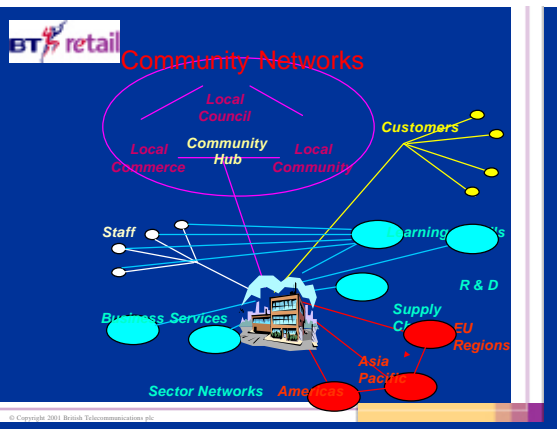
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24/7 access to Government

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**Thriving locally.....**

"Paradoxically, the enduring competitive advantages in a global economy lie increasingly in local things - knowledge, relationships and motivation that distant rivals cannot match."

*Michael E Porter, Harvard Business School*

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## Thinking radically



"...Everything possible to be believ'd is  
an image of truth."

"The true method of knowledge is  
experiment."

*William Blake*  
*poet, 1757-1827*