

# Financial Voyage

## Network Publishing - Creating value through digital content : AT Kearney

We mapped here a report from consultants at AT Kearney.

This map does not captures the key ideas up to page 13 of the 28 page report. Naturally, in providing it in our map form, we have omitted the substantial references and supporting data AT Kearney uses to bolster their case.

As a rule of thumb, we feel pretty guarded if much of a report cannot be mapped. It means that there is little description of how data are fitted into process and relationships. Perhaps, the report should be read with a more senior document. If so, there is no mention from its three authors.

Whilst we are researching the subject of monetizing Content in the Internet age, this report contain at least one useful map, which we want to share with readers.

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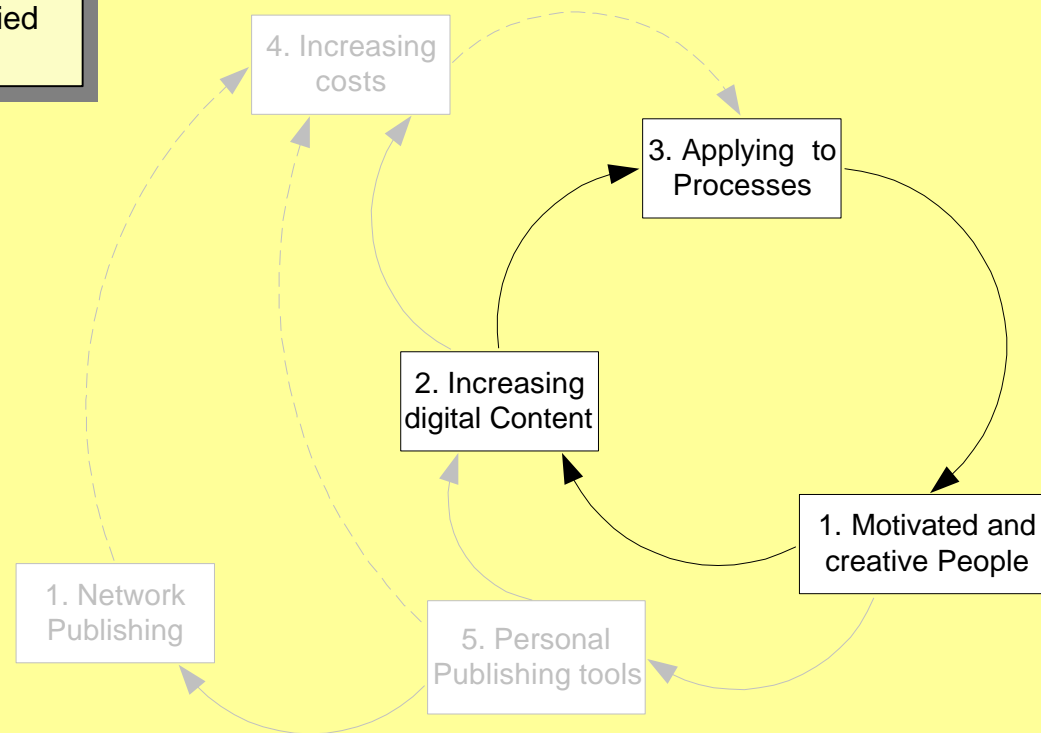
[singcher@financialvoyage.com](mailto:singcher@financialvoyage.com)



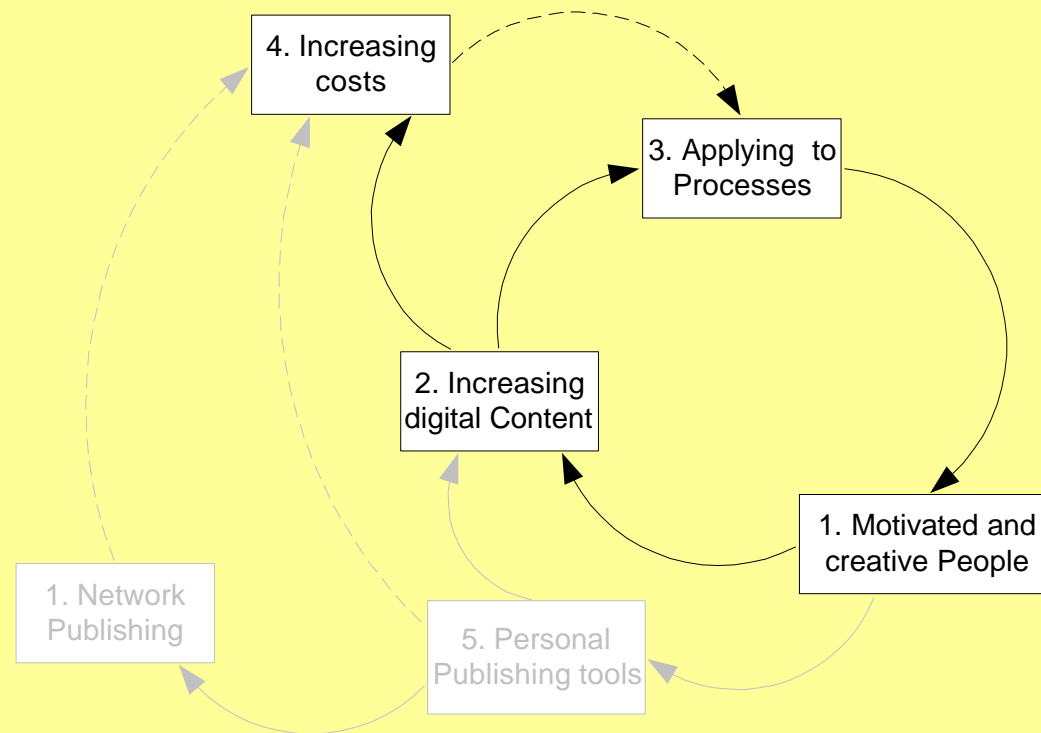
**1.** The Knowledge Economy revolves around the production, processing and use of data and information as its primary value driver.

Obviously such an economy cannot continue to grow without a few reinforcing loops feeding it. We show one here linking Box 1 to 3.

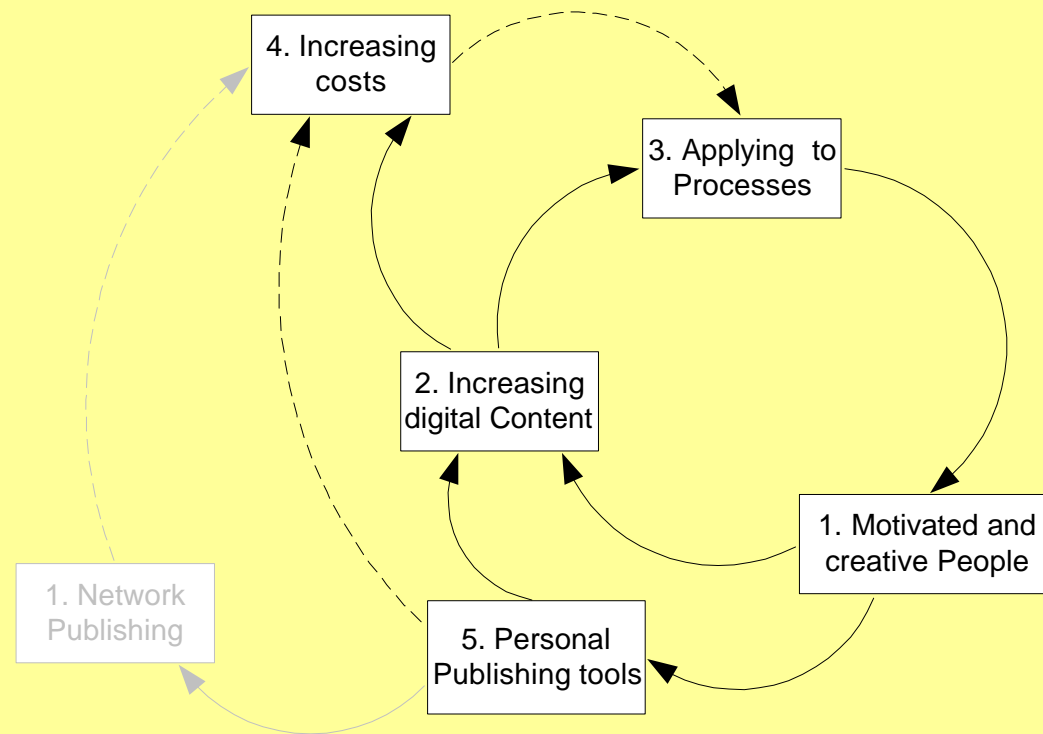
Knowledge workers (box 1) produce useful Content/Information (box 2), and whose value is unlocked financially when applied to business processes (box 3).



**2.** Reinforcing loops cannot go on forever. In this case, increasing costs of producing knowledge (box 4) is a limit to growth.



**3.** Technology, e.g., personal content publishing technology help to alleviate increasing costs and bother. See the demotion line from Box 5 to Box 4. This can lift the limit of growth impose by Box 4.



**4.** The limits of growth imposed by Box 4 can only be postponed temporarily. (Not reflected completely in the map here) The Loop Box 1 to 3, supported by Box 5, the growth eventually is terminated by Box 4 again. Of course, the amount of knowledge the system can manage is much greater than had there been no Box 5.

The limits of growth can be pushed back once more, as the report from AT Kearney suggested with Network Publishing (box 1).

What is Network Publishing? It is the creation, process and dissemination of knowledge anywhere, any time and on any device as the Internet makes it possible.

