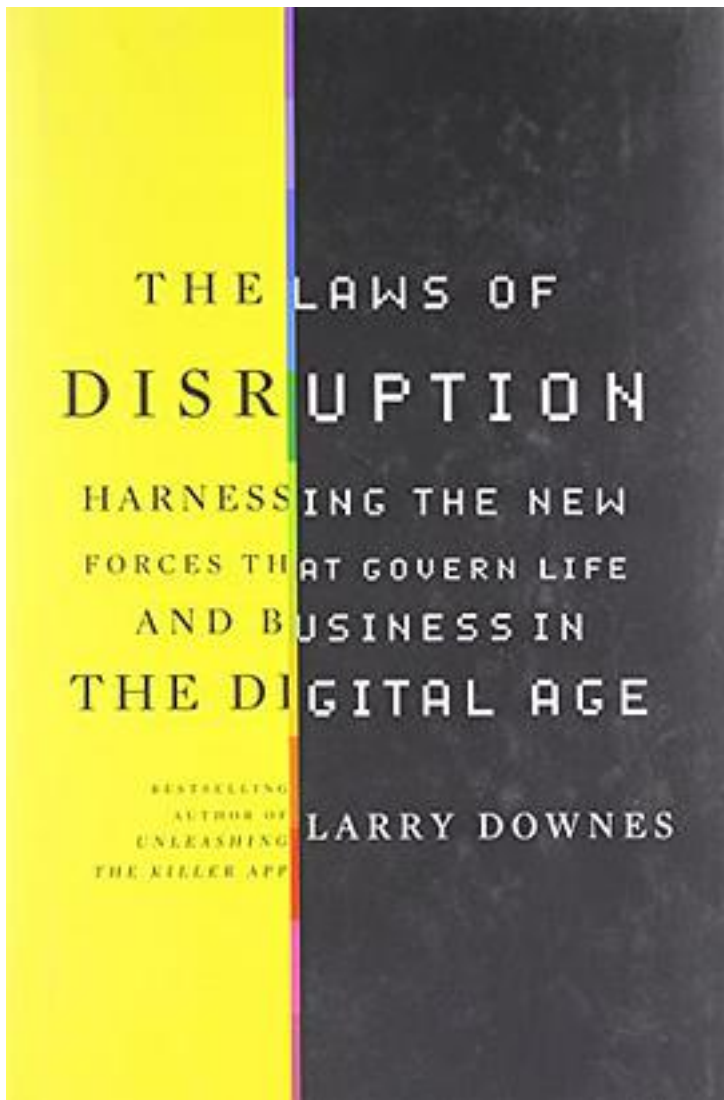# The Laws of Disruption

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著者:Larry Downes

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Review

Andrew Lippman, Director of the Digital Life program at the MIT Media Lab

"Larry Downes' Laws of Disruption is important reading for all of us. It provides valuable guidance for confronting innovations and reacting to them with vision and responsibility, and eye-opening examples of the failures that result when we don't."

Paul F. Nunes, Executive Research Fellow, Accenture Institute for High Performance

"There is no one better than Larry Downes to explain to us the complicated interaction between law and digital life, and what it all means for business. In The Laws of Disruption, Downes brings to life how industrial age law is leaving today's companies in the lurch, and how tomorrow's businesses and business leaders will usher in a new age of lawful innovation, content creation, and content ownership, one that will deliver meaningful rights to companies and ordinary citizens alike. Ignorance of the law is no excuse—not knowing the Law of Disruption in today's rapidly digitizing world could prove fatal."

Dan'l Lewin, Corporate Vice President, Microsoft Corporation

"The convergence of information and communications technology is fundamentally disruptive—we've known this for a long time. Downes' model helps clarify where, and how, to pay attention."

David Hornik, General Partner, August Capital

"The Laws of Disruption is a must read for entrepreneurs. Many of the most interesting venture backed technology companies to emerge in the last decade (e.g. Google, Skype, YouTube, Facebook) have been products of the Laws of Disruption. Larry Downes' book may well serve as the guide to my next great investments."

Tim Wu, Professor of Law, Columbia University and co-author, Who Controls the Internet?

"Critical reading if you want to understand the last ten years—and be ready for the next ten."

The Conference Board Review

"Downes offers a guided tour of what's happening and what's next, what's legal and what's not, and how all of it is likely to impact individuals and businesses. Laced with examples of how conflicts and shifts are playing out in real life, the book looks beyond typical strategic advice, offering a fresh and valuable perspective."

Wall Street Journal, October 13, 2009

"The Internet is our own era's big disrupter. We already know how it has changed our habits and ways of doing things. Mr. Downes says that its long-term effects on society will be even greater. . . .there is no doubt that a lot more disruption lies ahead."

Financial Times, November 7, 2009

". . . Downes eloquently expresses the problems that many industries face and shows

how using old laws to maintain the status quo is futile. The digital revolution is here and we will make sense of it – somehow."

Product Description

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.

作者介绍:

Larry Downes is a noted expert on information technology, strategy, and law. He is a partner with the Bell-Mason Group, a consulting firm focused on corporate innovation and venturing, and is a nonresident fellow at the Stanford Law School Center for Internet & Society. He has written for a variety of publications including the Harvard Business Review and USA Today. He lives in Kensington, California.

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书评

在做产品运营前，需要对产品进行深入的了解，才能根据已知的信息，做出针对性的运营措施？
1、产品调研：市场有多大、竞品情况、我们有哪些有利条件、产品完成时间和成本、产品生存周期？
2、渠道挖掘：市场上有哪些推广渠道、PC端和移动端转化较好的渠道有哪些、竞争对手做了…

这是少数令我震惊到要来评价翻译质量的书。完全就是机器翻译＋劣质的人工审核的结果，许多语句很难读懂，许多语句你明确就知道翻译错了。
书的内容还可以，讲了快速变化的技术对于法律、道德、隐私、犯罪等各个领域的冲击及其案例。

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