

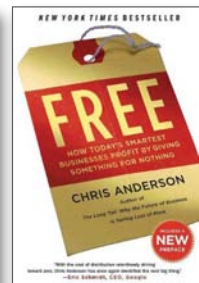
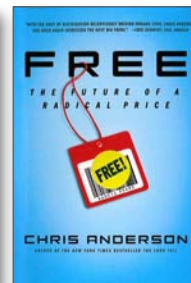
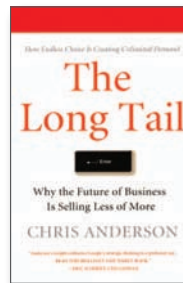
I Atoms are the new bits.

Chris Anderson

□ *New business models for the economics of abundance in the digital information economy.* □

Consistently sees and names the new directions in the new economy. *Free* as the future of business: how to succeed when 'free' is seen as the norm, when the cost of doing business online approaches zero. *The Long Tail*: the rise of niche markets and niche products/services as a powerful new force in the economy.

Editor-in-chief, *Wired Magazine*. Author, *Free* and *The Long Tail*. Founder, 3D Robotics.



Ahead of the Curve

Leigh Bureau
W.ColstonLeigh, Inc.

Phone 908.253.8600
Web www.LeighBureau.com
EMail info@LeighBureau.com

Editor-in-chief, *Wired* Magazine.
Author, *Free* and *The Long Tail*.

Highlights

As editor-in-chief of *Wired* magazine, Chris Anderson is one of the most **knowledgeable, insightful and articulate** voices at the center of the new economy. He consistently understands before anyone else the new directions the economy is taking and then **names the central phenomenon**, giving us handles for the business opportunities they represent.

Chris is the author of two *New York Times* bestsellers:

In his first book, *The Long Tail*, he named the rise of the niche as a powerful new force in our economy—why the **future of business** is selling small quantities of more things to the few people who want those things; how all of those small communities together make up a vast market potential; and how the efficiencies of digital and web technology make it all possible.

Chris's second book, *Free: How Today's Smartest Businesses Profit by Giving Something for Nothing* (reprint edition), he explains why *Free* is the future of business and how to **thrive through freeconomics**—what business models look like when free has emerged as a full-fledge economy.

Chris is the founder of DIYDrones and 3DRobotics, a robotic manufacturing company, which began as a GeekDad hobby with his children. DIYDrones is an open source community with 12,000 people and three factories around the world.

Chris Anderson is the editor-in-chief of *Wired* magazine. He led the magazine to two dozen National Magazine Award nominations, winning the prestigious top prize for general excellence in 2005, 2007 and 2009. He worked at *The Economist* for seven years in various positions and served as an editor at the two premier science journals, *Science* and *Nature*. Education background in physics, including research at Los Alamos.

The Freeconomics of Abundance

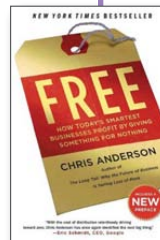
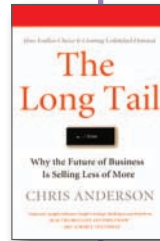
□ How to thrive when *Free* is the future of business. □

Once a marketing gimmick, free has emerged as a full-fledged economy.

By giving away the razors, which were useless by themselves, King Gillette created demand for disposable razor blades. A few billion blades later, this business model is now the foundation of entire industries: Give away the cell phone, sell the monthly plan . . . Thanks to Gillette, the idea that you can make money by giving something away is no longer radical.

Over the past decade, a different sort of free has emerged. The new model is based not on cross-subsidies—the shifting of costs from one product to another—but on the fact that the cost of products *themselves* is falling fast. To follow this money, you have to **shift your view of a market** as a matching of two parties—buyers and sellers—to a broader sense of an ecosystem with many parties, only some of which exchange cash.

Between new ways companies have found to subsidize products and the falling cost of doing business in a digital age, the opportunities to **adopt a free business model** of some sort have never been greater. But how do these models work? And which do I choose? Chris Anderson has answers to these questions.



Credentials

- Editor-in-chief, *Wired* magazine
- Author, *The Long Tail* and *Free*
- Founder, DIYDrones and 3D Robotics
- Named one of the *Time* 100 in 2007