



# Bits, Bytes, and Balance Sheets: The New Economic Rules of Engagement in a Wireless World

*Walter B. Wriston*

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This follow-up to the author's *Twilight of Sovereignty* explores the consequences of the changes produced by the new economy of the Internet, defining the new rules and examining some of the promising initiatives under way to create a system of measuring and valuing assets that reflects our new economic realities.

Wriston shows that in today's economy, intellectual capital is more important than physical capital—and that businesses must adapt to this change or perish.

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