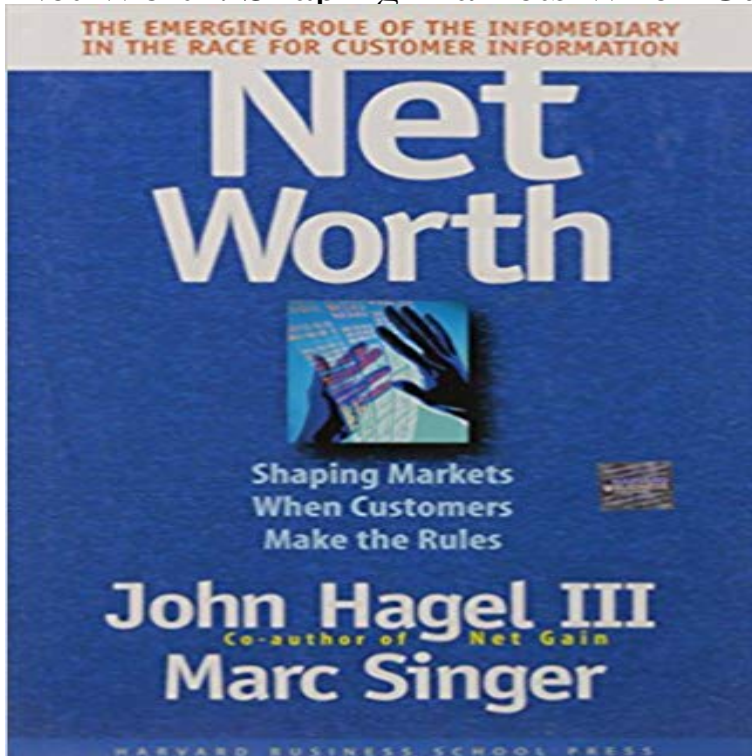


# Net Worth: Shaping Markets When Customers Make the Rules



Net Worth explains how businesses can benefit by forming new partnerships with customers in matters of information capture and privacy. Consumers are losing patience with companies that use personal data about buying habits, income levels, and credit card usage for corporate gain. What consumers need is a new kind of business information intermediary or infomediary to protect customers privacy while maximizing their information assets. Companies playing the infomediary role will become agents of customer information, marketing such data to businesses on consumers behalf and protecting consumer privacy. John Hagel, co-author of the bestselling Net Gain, teams with Marc Singer to lay out the underlying economic and competitive dynamics that will foster the emerging business of the infomediary. Net Worth identifies the convergence of commerce, technology, and consumer frustration as the incubator for the infomediary business, as consumers seek to release their personal information only when they can receive value in exchange for their data.

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