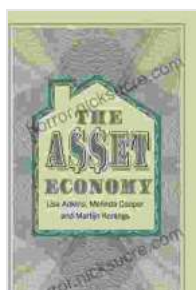


The Asset Economy: Martijn Konings on the Future of Value Creation

In his new book, *The Asset Economy*, Martijn Konings argues that we are entering a new era in which the most valuable assets will be those that can create and capture value from data.



The Asset Economy by Martijn Konings

★★★★☆ 4.7 out of 5

Language	: English
File size	: 486 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Lending	: Enabled
Print length	: 176 pages



Konings is a leading expert on the data economy and has spent years studying how businesses can use data to drive growth and innovation. In *The Asset Economy*, he shares his insights on how businesses can build and manage data assets, and how they can use data to create new products and services.

The Rise of the Data Economy

The data economy is a rapidly growing segment of the global economy. In 2019, the global data economy was valued at \$3.1 trillion, and it is expected to grow to \$11.5 trillion by 2025. This growth is being driven by

the increasing amount of data that is being generated by businesses and consumers.

Data is now being used to power a wide range of applications, from self-driving cars to personalized medicine. As the data economy continues to grow, businesses will need to find ways to use data to create and capture value.

The Asset Economy

In *The Asset Economy*, Konings argues that the most valuable assets in the data economy will be those that can create and capture value from data. These assets will include data itself, as well as the tools and technologies that are used to manage and analyze data.

Konings identifies four types of data assets that businesses can build:

1. **Data platforms:** These are platforms that allow businesses to collect, store, and manage data.
2. **Data analytics tools:** These are tools that businesses can use to analyze data and extract insights.
3. **Data-driven applications:** These are applications that are built on top of data platforms and data analytics tools.
4. **Data marketplaces:** These are marketplaces where businesses can buy and sell data and data-related services.

Businesses can use these data assets to create and capture value in a number of ways. For example, businesses can use data to:

- **Improve customer experience:** Businesses can use data to better understand their customers and deliver personalized experiences.
- **Develop new products and services:** Businesses can use data to identify new opportunities and develop new products and services that meet the needs of their customers.
- **Increase efficiency:** Businesses can use data to identify and eliminate inefficiencies in their operations.
- **Make better decisions:** Businesses can use data to make better decisions about their business strategy.

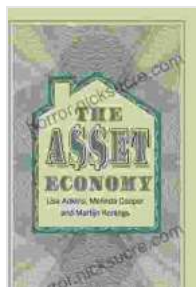
The Future of the Asset Economy

The asset economy is still in its early stages of development, but it is already having a major impact on the global economy. As the data economy continues to grow, the asset economy will become increasingly important.

Businesses that are able to build and manage data assets will be well-positioned to succeed in the future. By leveraging data, businesses can create and capture value, and drive growth and innovation.

The Asset Economy is a must-read for anyone who wants to understand the future of value creation. Konings provides a clear and concise overview of the data economy and the key trends that are shaping its development. He also offers practical advice on how businesses can build and manage data assets and use data to drive growth and innovation.

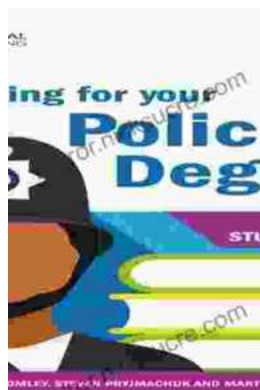
If you are interested in learning more about the asset economy, I encourage you to check out *The Asset Economy*. It is a valuable resource for anyone who wants to understand the future of business.



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