Contents

1.	The Age of Al	.01
	Artificial intelligence is transforming the way firms	
	function and is restructuring the economy	
2.	Rethinking the Firm	25
	Software, networks, and AI are changing the	
	fundamental nature of companies—the way they	
	operate and compete	
3.	The Al Factory	53
	The core of the new firm is a scalable decision factory,	#5E
	powered by software, data, and algorithms	
4.	Rearchitecting the Firm	79
	To use the full power of digital networks and AI, firms	
	need a fundamentally different operating architecture	
5.	Becoming an Al Company	99
	AI-enabled firms will transform and rearchitect to	
	leverage the power of data, networks, and artificial	
	intelligence	
6.	Strategy for a New Age	125
	Digital firms enable and require a new approach	
	to strategy	

7.	Strategic Collisions	157
	What happens when digital firms compete and collide	
	with traditional firms	
8.	The Ethics of Digital Scale, Scope, and Learning	177
	Ethical challenges are generated by the transformation	
	of the nature of firms	
9.	The New Meta	201
	The age of AI is changing the rules of the game,	
	with fundamental implications for all of us	
10.	A Leadership Mandate	215
	The age of AI is defining a new set of challenges for	
	leaders of digital firms, traditional organizations,	
	startups, regulatory institutions, and communities	
Note	grad amaginal nature of companies - the way they	231
Inde	ex	243
Disc	closures	257
Ack	nowledgments	259
Abo	ut the Authors	265