

# NEW POWER

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# **A TALE OF TWO WORLDS**







Think Again Turn Away 



## OLD POWER

## NEW POWER

Currency

Current

Held by few

Made by many

Downloads

Uploads

Commands

Shares

Leader-driven

Peer-driven

Closed

Open

Score:

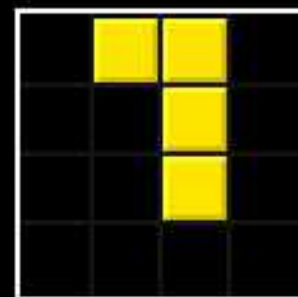
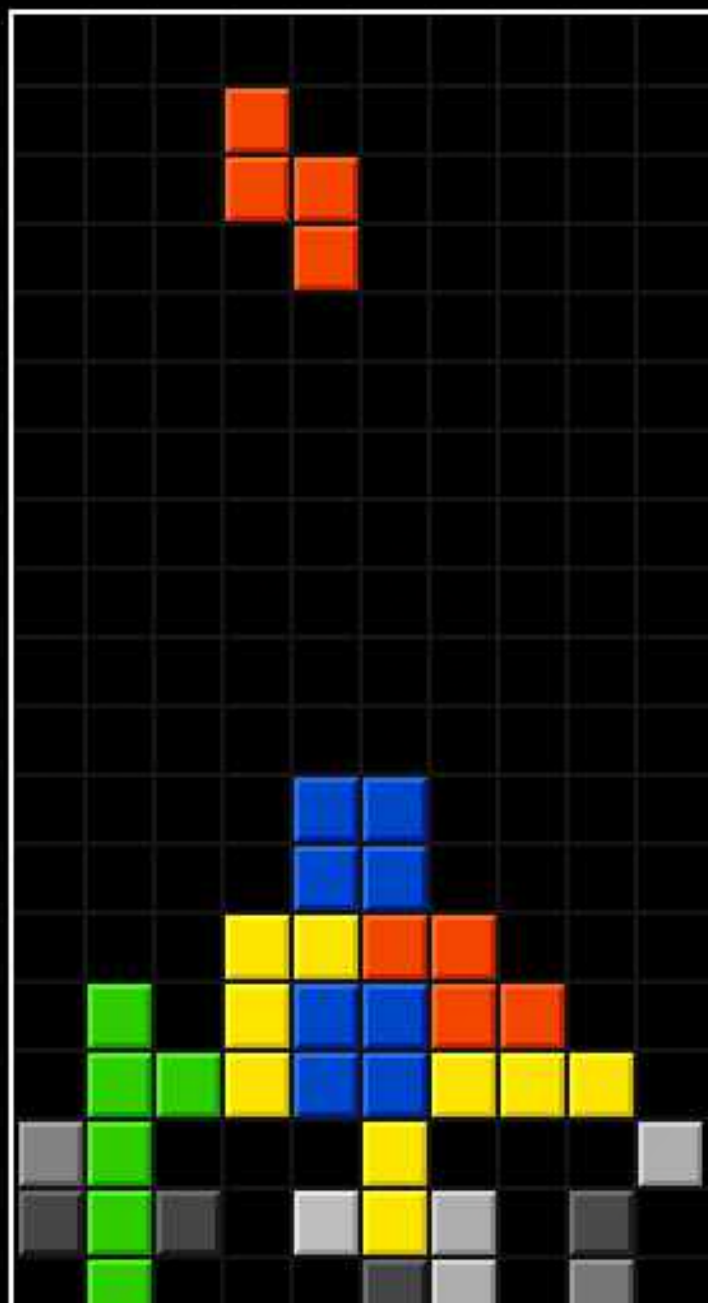
533

Lines:

7

Speed:

0







## OLD POWER VALUES

Formal (representative) governance,  
managerialism, institutionalism

Competition, exclusivity,  
resource consolidation

Confidentiality, discretion, separation  
between private and public spheres

Expertise, professionalism, specialization

Long-term affiliation and loyalty  
less overall participation

## NEW POWER VALUES

Informal (networked) governance, opt-in  
decision-making, self-organization

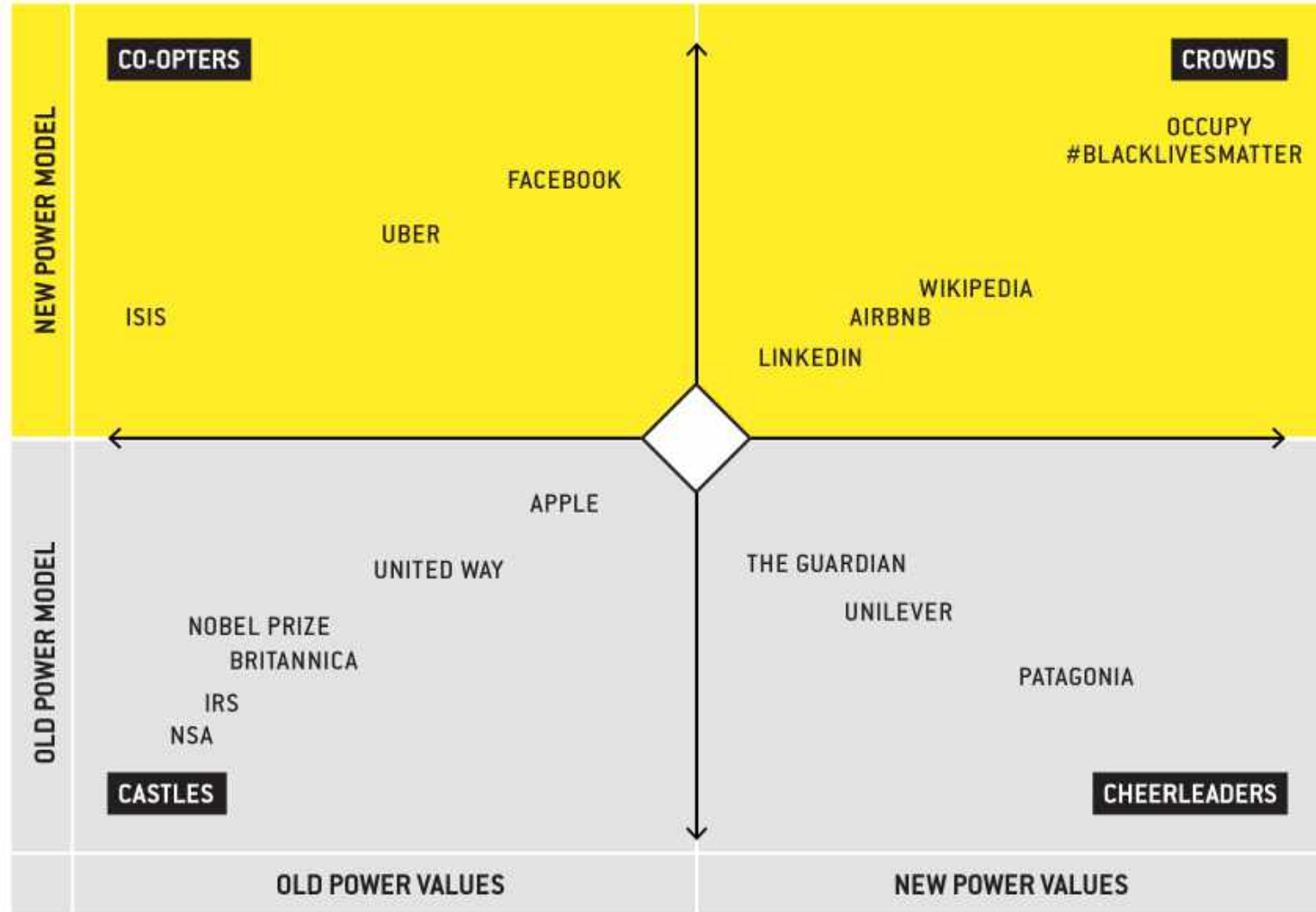
Collaboration, crowd wisdom,  
sharing, open-sourcing

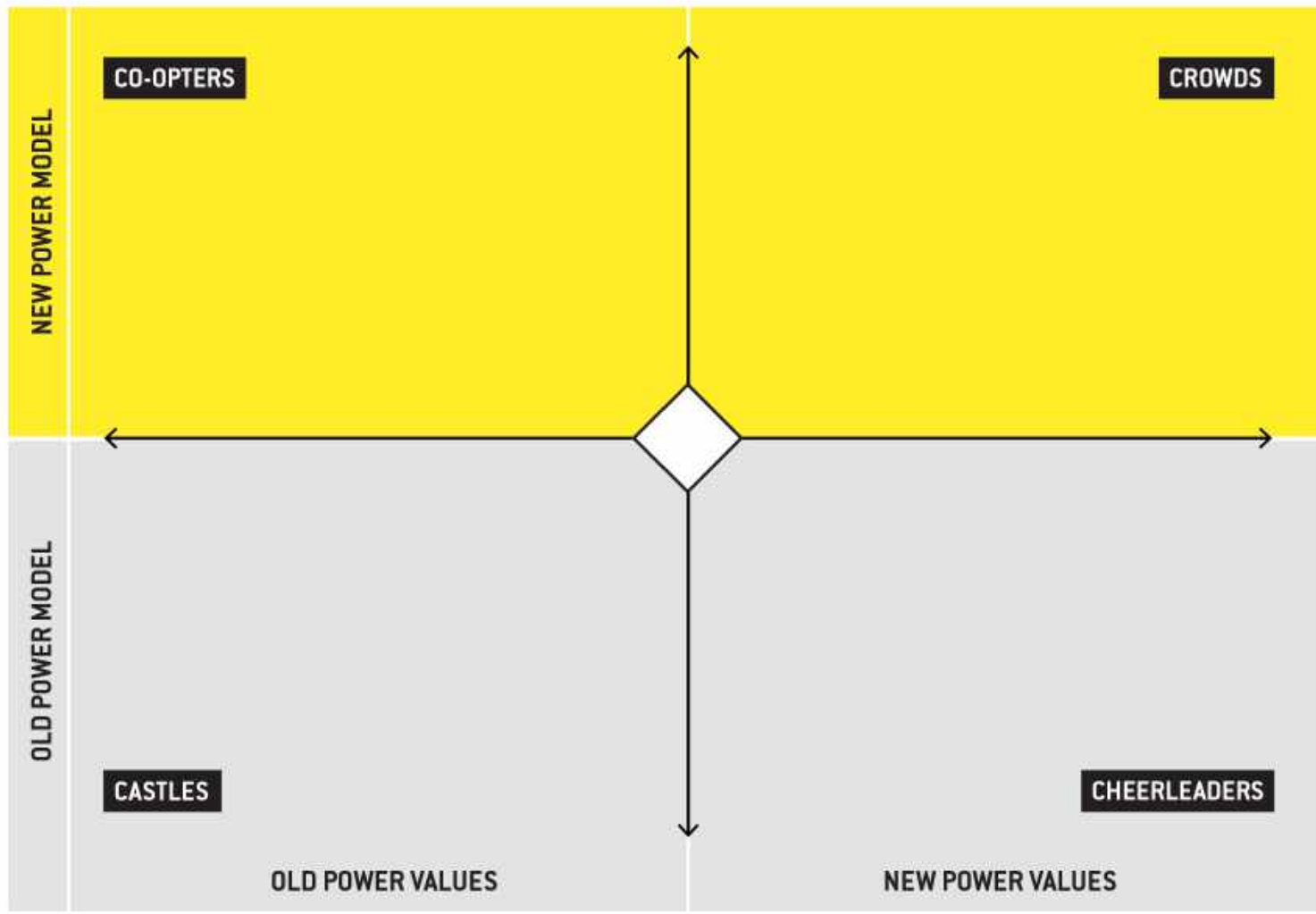
Radical transparency

Maker culture, “do-it ourselves” ethic

Short-term conditional affiliation,  
more overall participation

# THE NEW POWER COMPASS





# THE FUTURE IS A BATTLE FOR MOBILIZATION



# INTENSITY > FAVORABILITY



# THE MOST EFFECTIVE ACTORS ARE BLENDING OLD AND NEW POWER



**NRA**

Our rights are under attack like never before. Join today.

**JOIN**



The NRA logo is a circular emblem with a red center containing an eagle with wings spread, holding a rifle. The words "NATIONAL RIFLE ASSOCIATION" are written in white on a blue border around the eagle. The year "1871" is at the bottom of the circle.



**USE NEW POWER TO HELP THE LEAST POWERFUL**



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