

What has been the one of the most interesting concept you have learned about business in general? How do you plan to use this information?

I've found the whole concept of business as a social construct the most fascinating, a collection of rules we all agree to play by. In 1819 the U.S. Supreme Court defined a corporation as "an artificial being, invisible, intangible, and existing only in the contemplation of the law." A corporation is an invisible avatar for its owners. So we have an artificial social construct filled with imaginary people. That blows my mind.

In a single century we have already gone through six eras, the Industrial, Entrepreneurial, Production, Marketing, Global, and Information Eras. The market viewed in this short timeline seems in a perpetual state of revolution. I understand now why if you ask four different stock brokers why the DOW did behaved the way it did on any particular day you will get four different answers.

I can't help but wonder if the modern mass-market consumerism we have today is simply a novelty. With the Information Age, people are going digital with everything, their books, music, movies, and photos. There's no reason to own bulky DVDs and CDs with their excessive packaging anymore. Looking at how technology changes everything so quickly, the market seems far too mercurial to predict its future trends.

I will put this insight to use when I consider future investments, as I've been notoriously bad at investing in the past. I think the overview of knowledge I am taking from this course will give me an edge, because I now understand how much the market will change.

The best way I can recommend to use your understanding of how the Internet affects the business world is to maintain an active interest in Information Age technologies. Keep using the Internet, and think about how you as a customer use it. You'll see where things are going, and that's always a useful understanding, in business and otherwise.