

Not all economic forces
respect industry boundaries

Cartoons for all kids

or

All entertainment for some kids

“Increasing returns” operate at several levels

-fashion season

-Game

-X-bit generation

-Video game industry

This has implications for sustainability

- It is hard to capture more value than you create, but in some industries you can capture most of what you create, in others little.
- This is essentially a question of bargaining power.