



# The Weightless World: Strategies for Managing the Digital Economy

*Diane Coyle*

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# The Weightless World: Strategies for Managing the Digital Economy

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**The Weightless World: Strategies for Managing the Digital Economy** Diane Coyle

The Weightless World is the first book to map an economic world that has been turned upside down by digital technology and global business. How will our careers, businesses, and governments change in a world where bytes are the only currency and where the goods that shape our lives--global financial transactions, computer code, and cyberspace commerce--literally have no weight? Addressing such problems as economic inequity and unemployment, Diane Coyle calls on individuals and governments to develop a new politics of weightlessness so that the economic benefits can be shared fairly. She proposes the creation of a radical center as the way to a new era of human creativity and economic prosperity.

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