HAVE INFORMATION RULES CHANGED?  
REVISITING THE NETWORK ECONOMY

Symposium  
Wednesday, May 29, 2019  
Annenberg Conference Room (Room 105)  
Lou Henry Hoover Building, Stanford University

AGENDA

8:00 A.M. Break

8:45 A.M. Welcome and Introduction  
Nicolas Petit, Hoover Institution and University of Liège  
Richard Sousa, Hoover Institution

9:00 A.M. Information Rules: A Strategic Guide to the Network Economy  
Twenty Years On  
Moderator: Bo Heiden, Hoover Institution and CIP  
Nicolas Petit, Hoover Institution and University of Liège  
Carl Shapiro, UC Berkeley  
Hal Varian, Google

10:30 A.M. Break

11:00 A.M. Outlook for the Tech Industry  
Market Power, Monopolies, and Public Policy  
Moderator: Richard Sousa, Hoover Institution  
Niall Ferguson, Hoover Institution  
Riitta Katila, Stanford University  
Doug Melamed, Stanford Law School  
Nicolas Petit, Hoover Institution and University of Liège

12:30 P.M. Closing remarks

12:45 A.M. Lunch
HAVE INFORMATION RULES CHANGED?
REVISITING THE NETWORK ECONOMY

PARTICIPANTS

Niall Ferguson, is the Milbank Family Senior Fellow at the Hoover Institution and a senior fellow of the Center for European Studies, Harvard, where he served for twelve years as the Laurence A. Tisch Professor of History. He is also a visiting professor at Tsinghua University, Beijing, and the Diller-von Furstenberg Family Foundation Distinguished Scholar at the Nitze School of Advanced International Studies in Washington, DC. He is the author of fifteen books, most recently *The Square and the Tower*. His previous book, *Kissinger, 1923-1968: The Idealist*, won the Council on Foreign Relations Arthur Ross Prize. He is an award-making filmmaker, too, having won an international Emmy for his PBS series *The Ascent of Money*. His many other prizes include the Benjamin Franklin Prize for Public Service (2010), the Hayek Prize for Lifetime Achievement (2012) and the Ludwig Erhard Prize for Economic Journalism (2013). In addition to writing a weekly column for the *Sunday Times* (London) and the *Boston Globe*, he is the founder and managing director of Greenmantle LLC, an advisory firm. He also serves on the board of Affiliated Managers Group.

Bowman Heiden is a visiting fellow at the Hoover Institution and the co-director of the Center for Intellectual Property (CIP), which is a joint center for knowledge-based business development between University of Gothenburg (Sweden), Chalmers University of Technology (Sweden), and the Norwegian University for Science and Technology. At CIP, Heiden co-founded and developed the Intellectual Capital Management (ICM) and Business Creation and Entrepreneurship in Biomedicine (BCEB) master’s level programs, CIP FORUM, the Business of Intellectual Property executive program, and the CIP Internship Program. He directs the Impact Accelerator at the Sahlgrenska School of Innovation and Entrepreneurship where he is also the program director of the interdisciplinary master’s program. Previously he was innovation director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. Heiden holds degrees in engineering, technology management, and economics. Before turning his focus to the field of knowledge-based business, Heiden played professional basketball in a number of European countries.

Riitta Katila is professor of Management Science and Engineering and W.M. Keck Foundation Faculty Scholar at Stanford University and a faculty member of the Stanford Technology Ventures Program. Her research is in the intersection of technology strategy and organizational learning. She is Alfred P. Sloan Industry Studies Fellow, winner of the Schendel Prize by the Strategic Management Society, and recipient of the Eugene L. Grant Faculty Teaching Award at Stanford. Katila was also recognized as the Top Young Strategy Scholar by the Strategic Management Society and was honored by Aalto University’s School of Science (former Helsinki University of Technology) as the Alumnus of the Year. Katila has served on the editorial review
boards of *Administrative Science Quarterly*, *Organization Science*, *Strategic Organization*, and the *Strategic Management Journal*. She is the program director for Strategic Management Society’s Research in Organizations RiO program and was chair of the Technology and Innovation Management Division of the Academy of Management.

**A. Douglas Melamed**, Professor of the Practice of Law at the Stanford Law School, was senior vice president and general counsel of Intel Corporation from 2009 through 2014, where he was responsible for overseeing Intel’s legal, government affairs and corporate affairs departments. Prior to joining Intel, he was a partner in the Washington, DC, office of WilmerHale at which he served as a chair of the Antitrust and Competition Practice Group. From 1996 to 2001, Melamed served in the US Department of Justice as acting assistant attorney general in charge of the Antitrust Division and, before that, as principal deputy assistant attorney general. He has received numerous professional awards and honors including the Distinguished Visitor from Practice and an adjunct professor at the Georgetown University Law Center. He has authored numerous articles on antitrust and on law and economics. He is a member of the boards of directors of the Nasdaq exchanges and the American Law Institute and a contributing editor of the *Antitrust Law Journal*. He was for many years a member of the Yale University Council and a member of the board of trustees of Sidwell Friends School in Washington, DC. After graduating from law school, he clerked for Judge Charles M. Merrill of the US Court of Appeals for the Ninth Circuit.

**Nicolas Petit** is full professor of law at the University of Liège (Belgium), research professor at the University of South Australia, and visiting fellow at the Hoover Institution, Stanford University. In 2013, he was awarded the prize for the best law book at the French Supreme Court. Petit belongs to the top 50 law authors on the research repository ssrn.com. His current research focuses on three areas: antitrust and digital economy firms, patent protection as an engine of innovation, and law creation in a context of technological evolution. His recent written works deal with the limits of antitrust economics in relation to technology giants and the legal frictions created by the introduction of artificial intelligence in society. He practiced law with a leading US law firm in Brussels and he also served as a clerk at the Commercial Chamber of the French Supreme Court.

**Carl Shapiro** is the Transamerica Professor of Business Strategy Emeritus at the Haas School of Business, professor in the graduate school at the Haas School of Business, and professor in the Department of Economics at the University of California, Berkeley, where he has been on faculty since 1990. From 2011 to 2012, he was a member of the President’s Council of Economic Advisers; prior the that he was the deputy assistant attorney general for economics at the Antitrust Division of the US Department of Justice. He was editor and co-editor of the *Journal of Economic Perspectives*. Shapiro has published extensively in the areas of industrial organization, competition policy, patents, the economics of innovation, and competitive strategy. His current research interests include competition policy, the economics of innovation, the design and use of patents, housing finance, and energy and environmental economics.
Richard Sousa, research fellow at the Hoover Institution, is an economist who specializes in human capital, K–12 education, discrimination, and labor market issues. Sousa coauthored School Figures: The Data behind the Debate and coedited What Lies Ahead for America’s Children and Their Schools and Reacting to the Spending Spree: Policy Changes We Can Afford; his op-eds have appeared in leading newspapers around the country. He was senior associate director of the Hoover Institution and served as director of the Hoover Institution Library and Archives from 2007 to 2012. He was responsible for major archives acquisitions, including the William Rehnquist papers; the Georgia, Estonia, and Lithuanian KGB files; the Iraqi B’ath Party collection; and the Iris Chang papers and for the opening of the Chiang Kai-Shek diaries.

Hal R. Varian is the chief economist at Google. Since 2002 he has been involved in many aspects of the company, including auction design, econometric analysis, finance, corporate strategy, and public policy. Varian holds academic appointments at the University of California, Berkeley, in three departments: business, economics, and information management. He is a fellow of the Guggenheim Foundation, the Econometric Society, and the American Academy of Arts and Sciences. He was co-editor of the American Economic Review from 1987 to 1990. He has published numerous papers in academic journals, is the co-author of a bestselling book on business strategy, Information Rules: A Strategic Guide to the Network Economy, and wrote a monthly column for the New York Times from 2000 to 2007.