

possible “wheres” that you could attack (which requires you to understand landscape and anticipate change from common economic patterns) then you look at what actions you can take to create the most advantageous situation. As we go through this book, we will cover all sorts of gameplay and refine the concepts discussed above. To give you an idea of what we need to cover, I’ve put some basic forms in figure 59, marking off in orange some that we’ve already mentioned.

Figure 59— Gameplay

<i>User Perception</i>	Education	Bundling	Creating artificial needs	Confusion of choice
	Brand and marketing	Fear, uncertainty and doubt	Artificial competition	Lobbying / counterplay
<i>Accelerators</i>	Market enablement	Open approaches	Exploiting network effects	Co-operation
	Industrial policy			
<i>De-accelerators</i>	Exploiting constraint	IPR	Creating constraints	Limitation of competition
<i>Dealing with toxicity</i>	Pig in a poke	Disposal of liability	Sweat and dump	Refactoring
<i>Market</i>	Differentiation	Pricing policy	Buyer / supplier power	Harvesting
	Standards game	Last man standing	Signal distortion	Trading
<i>Defensive</i>	Threat acquisition	Raising barriers to entry	Procrastination	Defensive regulation
	Limitation of competition	Managing inertia		
<i>Attacking</i>	Directed investment	Experimentation	Centre of gravity	Undermining barriers to entry
	Fool's mate	Press release process		
<i>Ecosystem</i>	Alliances	Co-creation	Sensing Engines (ILC)	Tower and moat
	Two factor markets	Co-opting and intercession	Embrace and extend	Channel conflicts & disintermediation
<i>Competitor</i>	Ambush	Fragmentation play	Reinforcing competitor inertia	Sapping
	Misdirection	Restriction of movement	Talent raid	
<i>Positional</i>	Land grab	First mover	Fast follower	Weak signal / horizon
<i>Poison</i>	Licensing play	Insertion	Designed to fail	

I’ve categorised the above forms of gameplay depending upon their main impact :-

- *Alteration of user perception*
- *Accelerators* to evolution
- *De-accelerators* to evolution