

Through-out this book, I've heavily relied upon examples from the technology industry. The reason for this is that information technology has been undergoing profound change in the last decade. If it had been the legal industry that had been impacting so many value chains (though there are past examples of industrialisation with will-writing and current trends for general purpose contracts through AI) then this book would have mainly focused on the legal industry. Despite this technology industry focus, most of my work tends to deal with nation or industry level competition and touches upon areas of policy. The concepts of strategy, mapping and finding opportunities apply equally well in this space. Remember your map is not just activities but includes practice, data, knowledge and all forms of capital (including social).

### ***Scenario — first pass.***

Since Brexit is very much the talk of the town, I'm going to focus on one specific area namely that of standards. However, I'm not going to start with a UK centric view but instead let us pretend you're a regulator in some mythical country. Your role is covering the pharmaceutical industry e.g. you're working for the Office of Compliance within an administrative body (i.e. equivalent to the Food & Drug Administration, USA). Your purpose is to shield patients from poor quality, unsafe, and ineffective drugs through compliance strategies and risk-based enforcement actions. To this end, you use strategic and risk-based decisions that are guided by law and science to foster global collaboration, promote voluntary compliance and takes decisive and swift actions to protect patients. It's exciting and noble