

to entry. They were also a mechanism of control over journalists — there was a limited number of newspapers you could work for.

Industrialisation of the means of mass communication through the internet was first considered a potential boon for media industries. However, it broke the constraint which has meant a flood of new entrants came into the market. Also any journalist can now set up their own online paper. This liberation changed the main reason why you'd work for a newspaper. It was no longer because they control the means of distribution but instead because of social capital — its network, brand, reputation — and access to other services. The media industry had to adapt or in some cases fail.

But even the act of collecting, curating and writing news is now under pressure from AI with its more widespread use in business and sport reporting. The National Society of Newspaper Columnists, founded in 1977, has a core focus to promote professionalism and camaraderie among columnists and other writers but how does that mission fit into a world of computer generated copy? It's the same with automotive industry where a core focus on the human driving experience might be relevant for the past but irrelevant or niche in a future of self driving cars. Of all the terms I come across then focus on core is probably the most destructive for the longevity of a company. To overcome it, you simply have to accept the truth that there is no core other than a transient focus.

Mastering strategy as simply as I can