

increasing demand beyond their ability to supply (e.g. by creating a price war).

### *Sweat and Dump*

A mechanism of disposing of legacy liability onto a third party by exploiting their own inertia to change.

### *Pig in a poke*

A mechanism of dressing up a liability as some form of future business before divesting to a third party.

### *Two factor markets*

A mechanism of bringing providers and consumers together and exploiting network effects and aggregated data.

### *Sensing Engines (ILC)*

A mechanism of being the first mover to industrialise a component, allowing others (the ecosystem) to build new industries upon it and then using consumption data to determine future candidates for industrialisation.

As with climatic patterns and doctrine, then the more you play the game then the more context specific patterns you will discover. With your understanding of the landscape, an ability to anticipate change based upon climatic patterns and a knowledge of context specific play that you can use to manipulate the map then you should be able to determine where you could attack and how you can use gameplay to increase your odds of success. At the very least, you should be able to