



UNIVERSITÄT  
BAYREUTH

Globalization in Crisis?

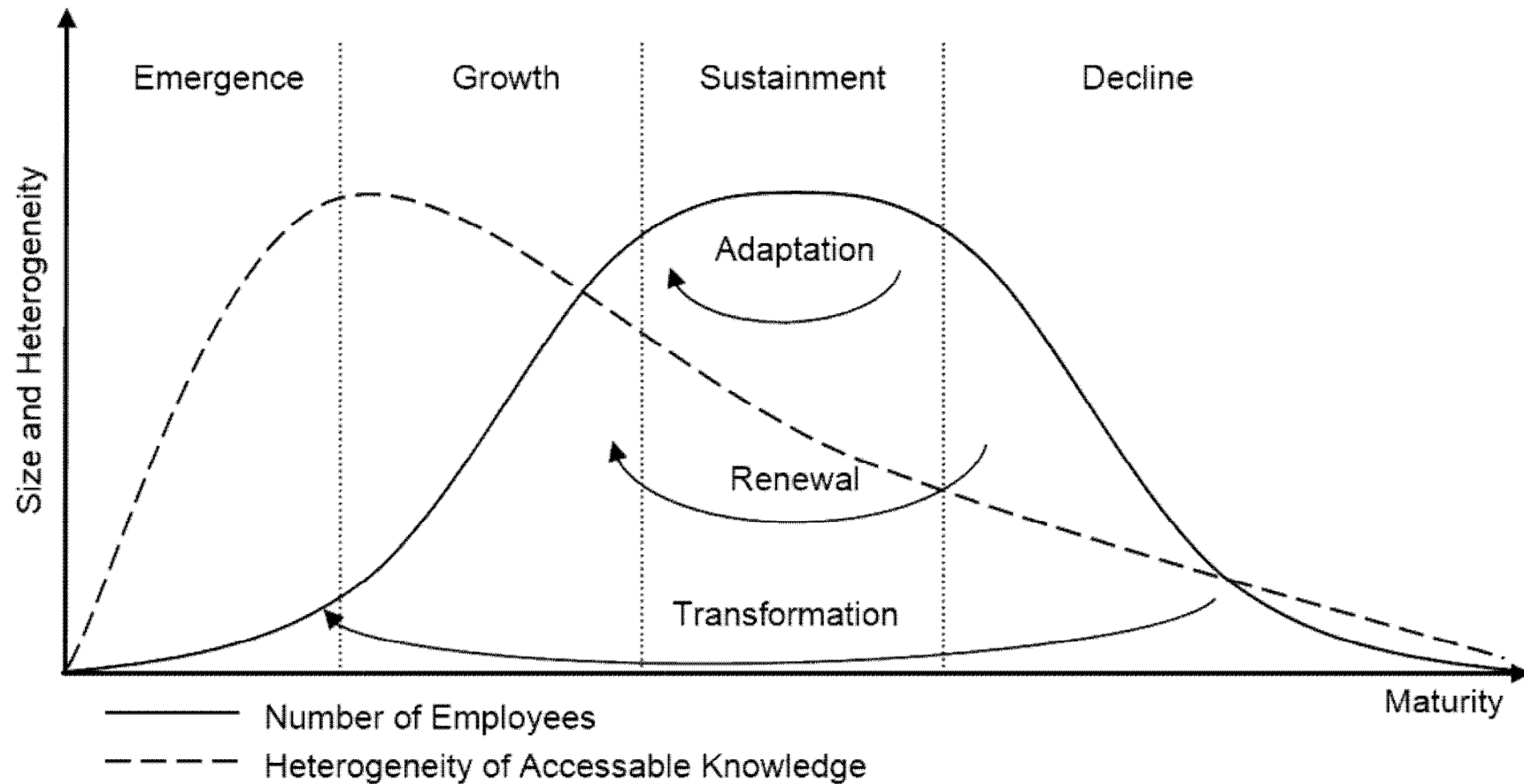
The Urban and Regional Challenges of the Great Instability Conference

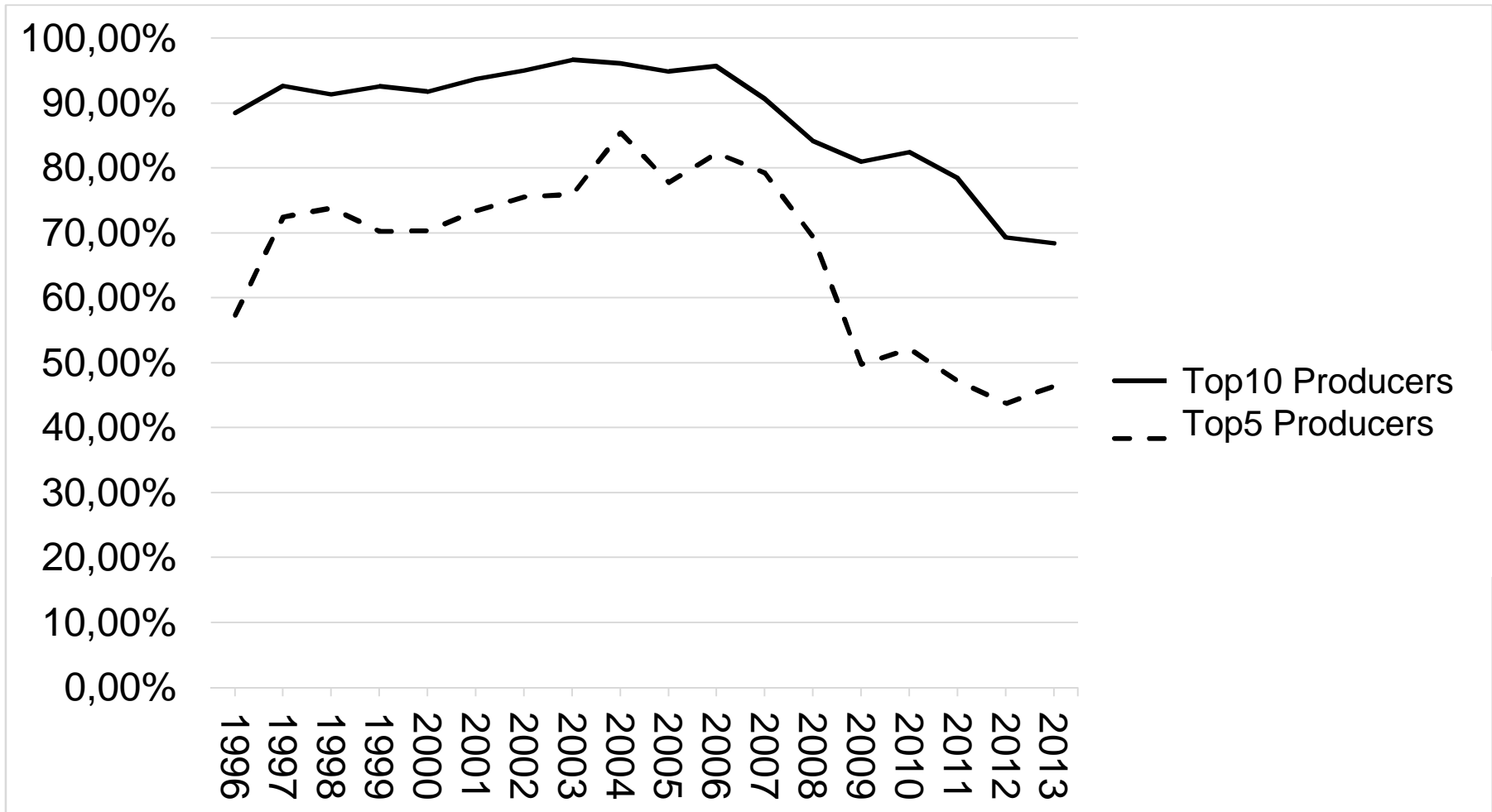
13-14 July 2017, St Catherine's College, Cambridge (UK)

# **The Production of Links – Value Creation in Contemporary Capitalism**

Max-Peter Menzel

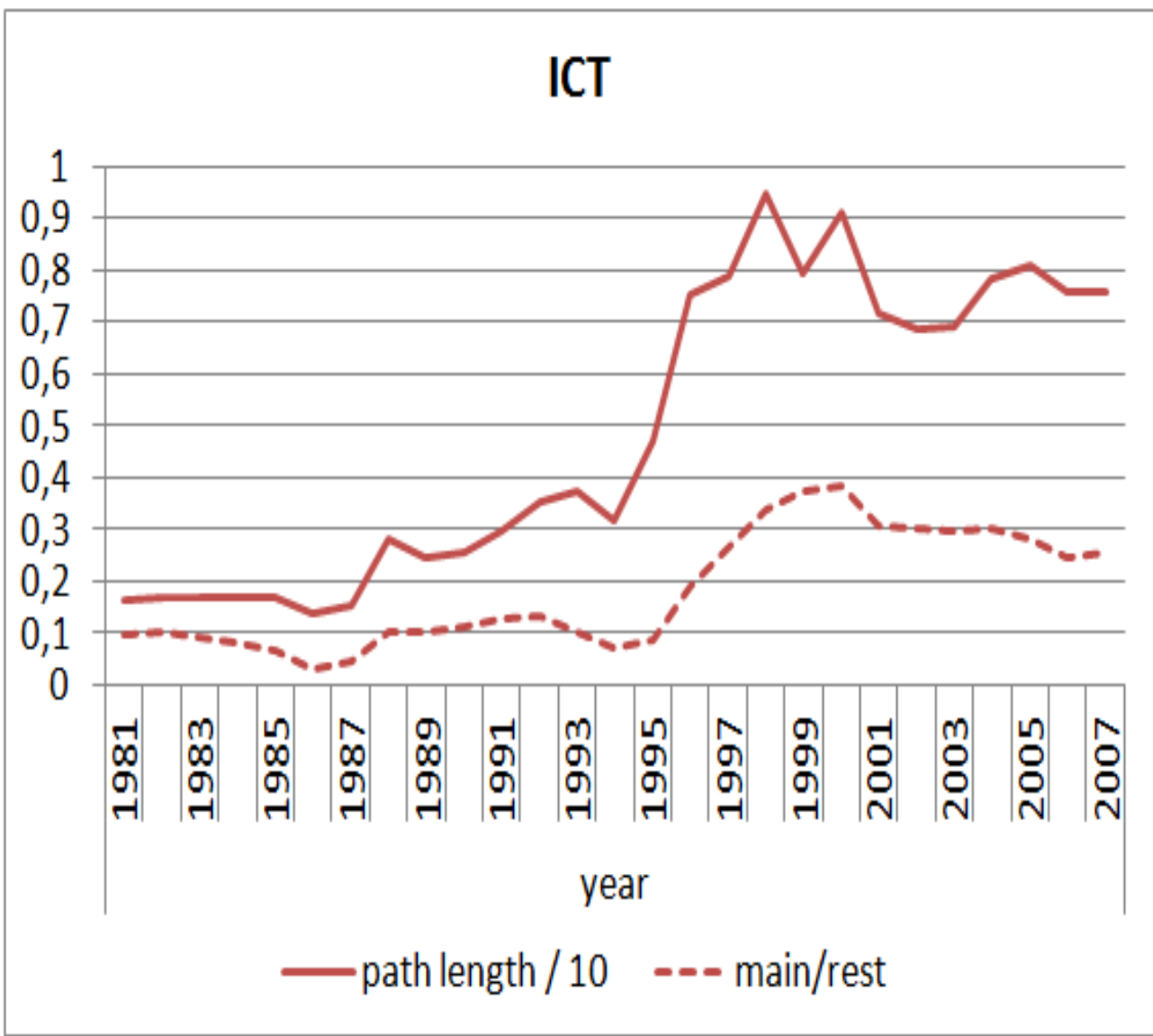
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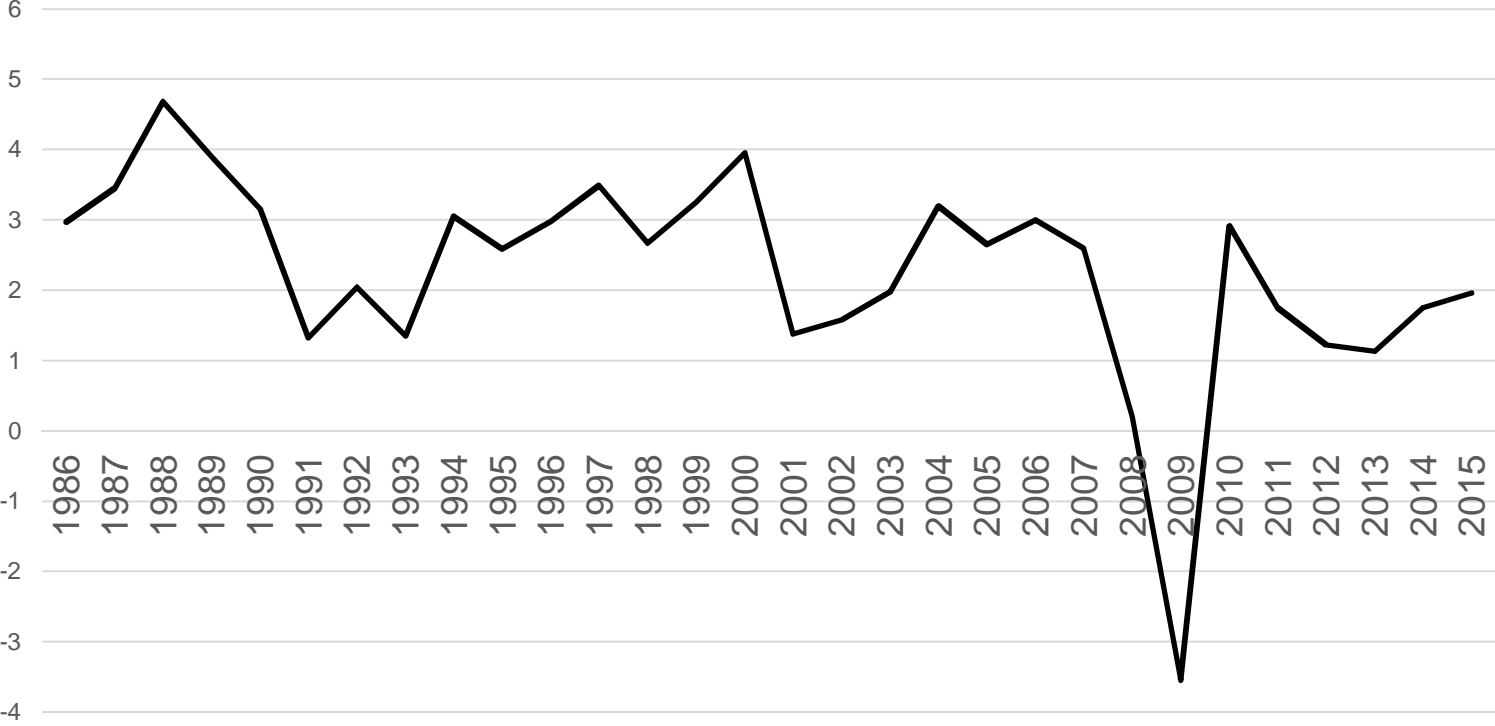


(BTM data till 2009 and MAKE data from 2010)

# ICT

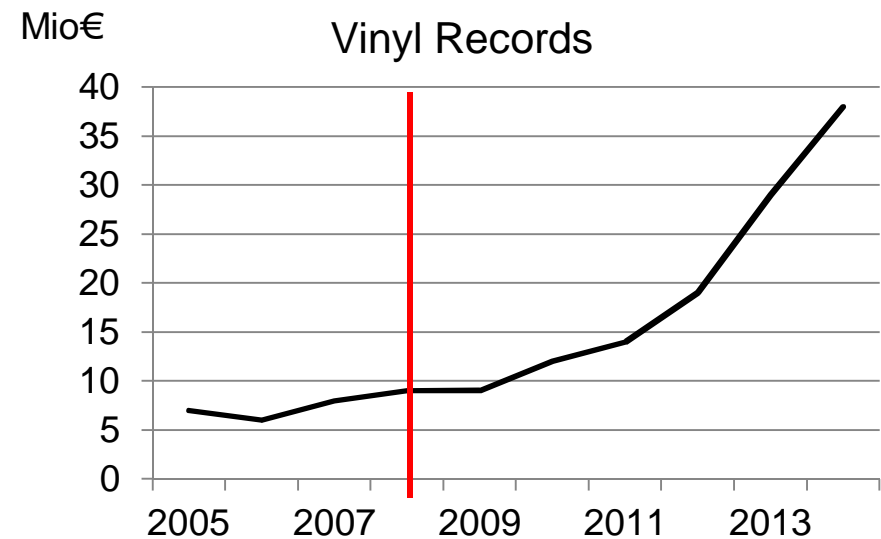
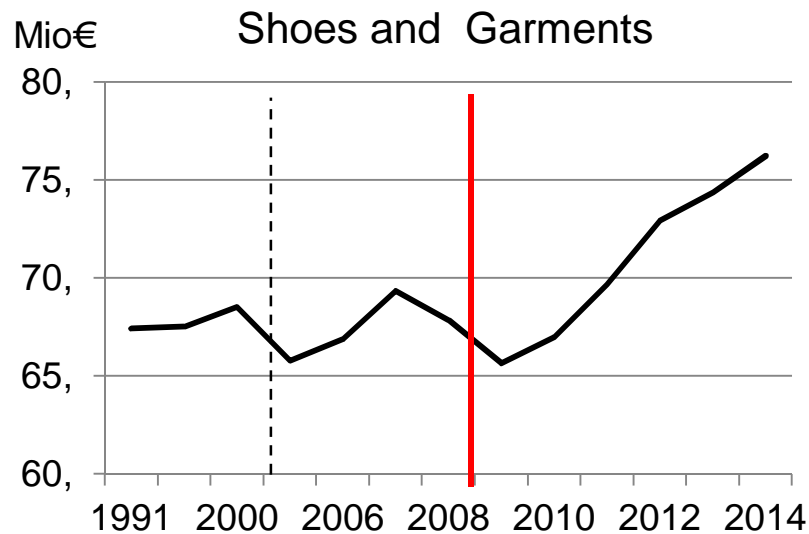
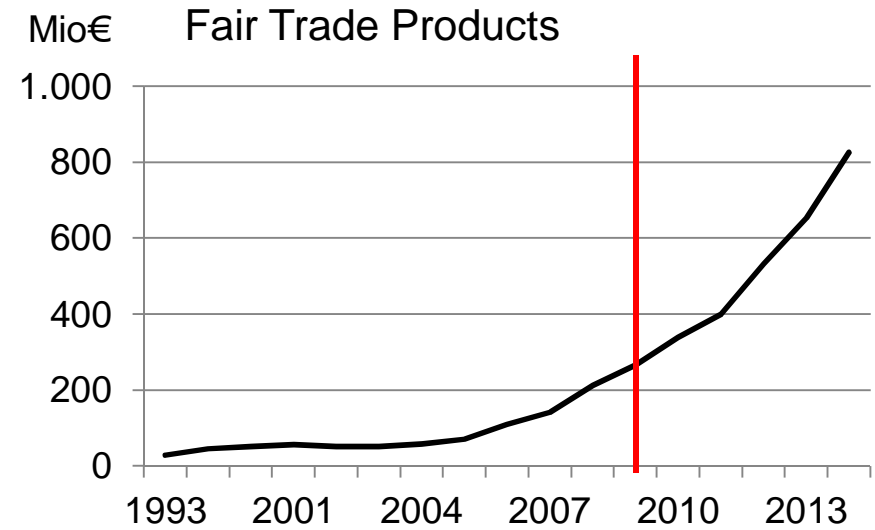
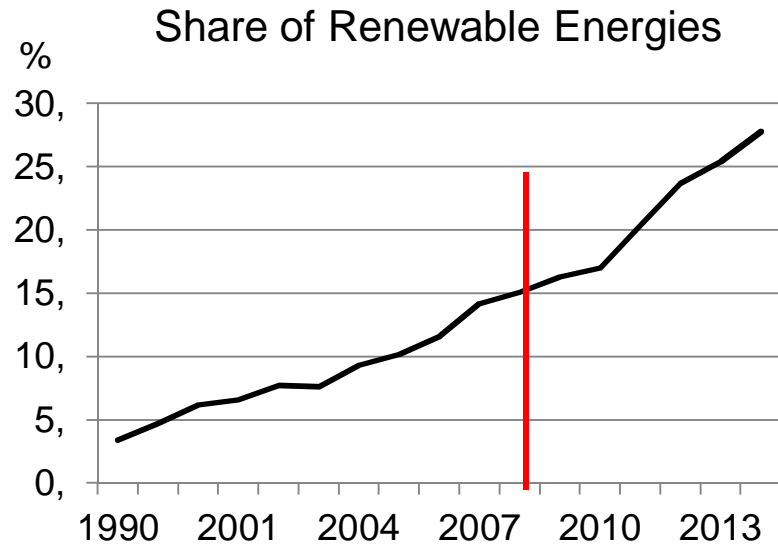


# GDP Growth in OECD Countries

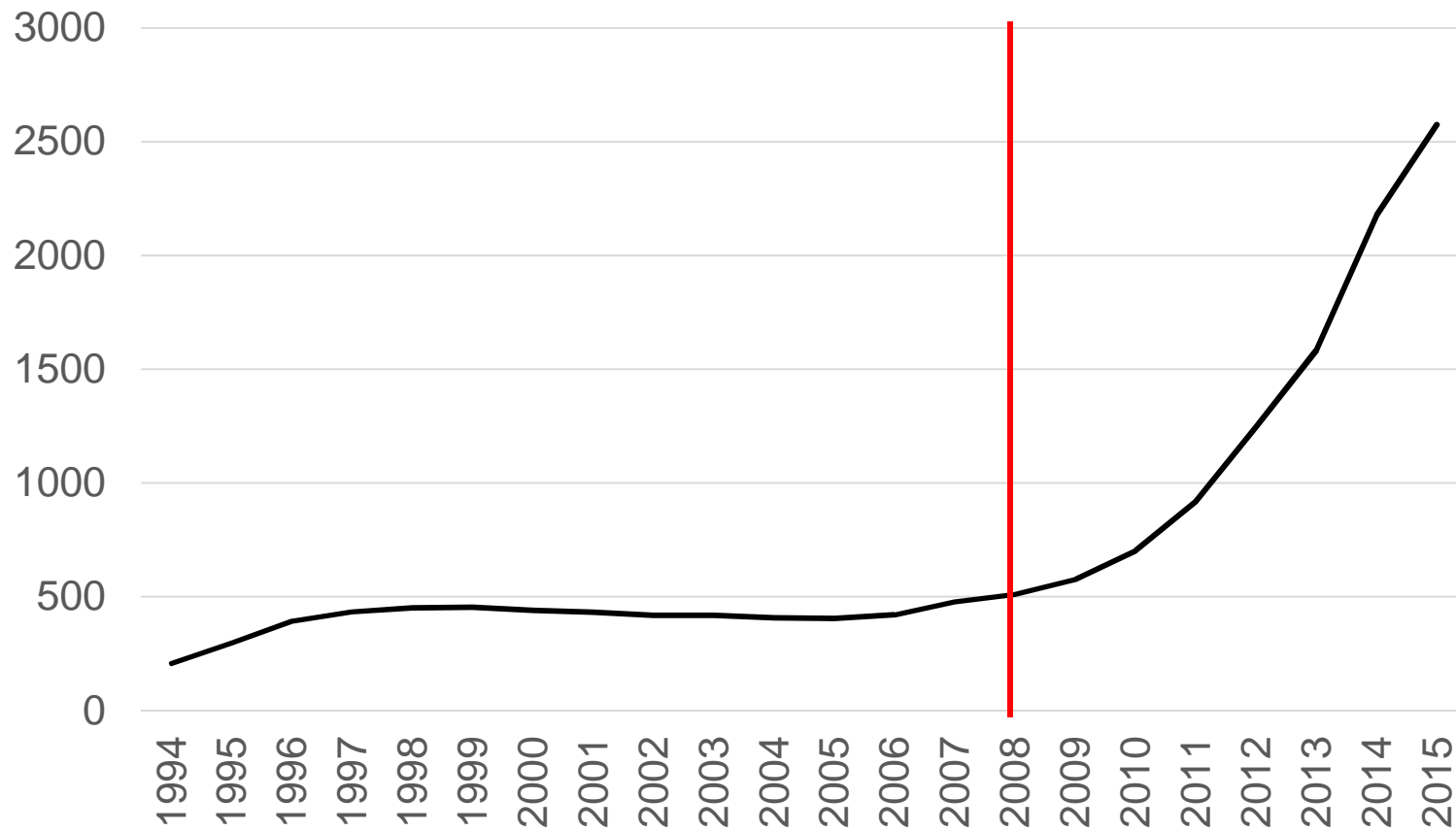


(Data: Word Bank – World Development Indicators 2016)

# Observation 1: Consumption

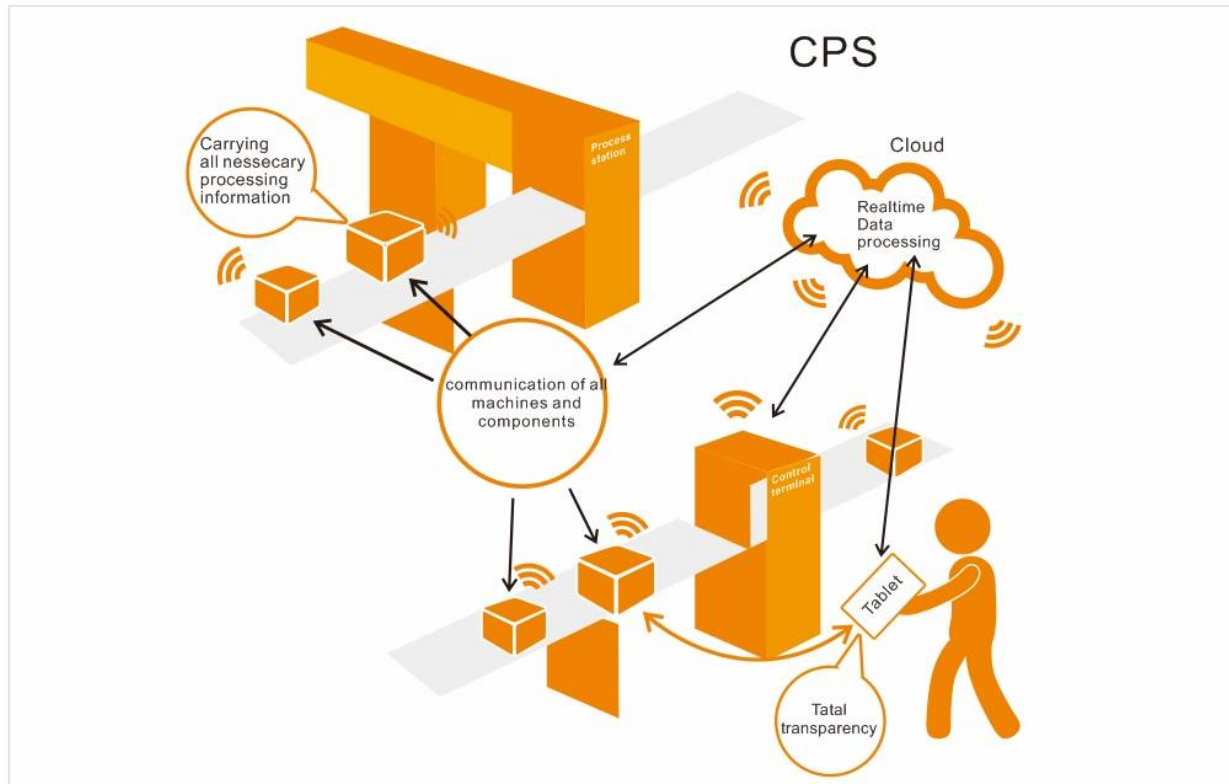


# Micro Breweries in the US 1994-2013

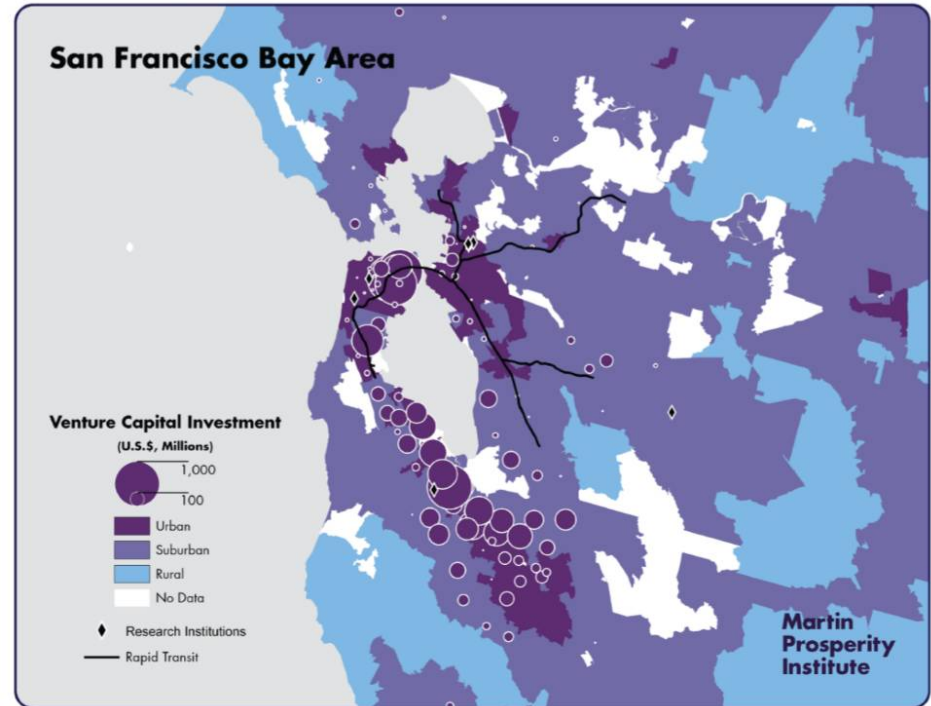




# Observation 2: Production



# Observation 3: Growth of Cities



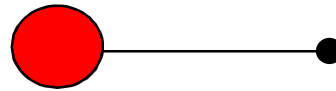
<https://www.pinterest.de/pin/479281585316824667/>

Florida, R. and King, K. (2016): Rise of the Urban Startup Neighborhood. Working Paper Series Martin Prosperity Research Toronto, 35pp. 19.

# The Value is Produced in the Link

## The Link

The connection between a product and the entity that gives the product its value



sustainable or ethical production  
something with symbolic meaning

# The Links of Lemonaid



Organic and fair production



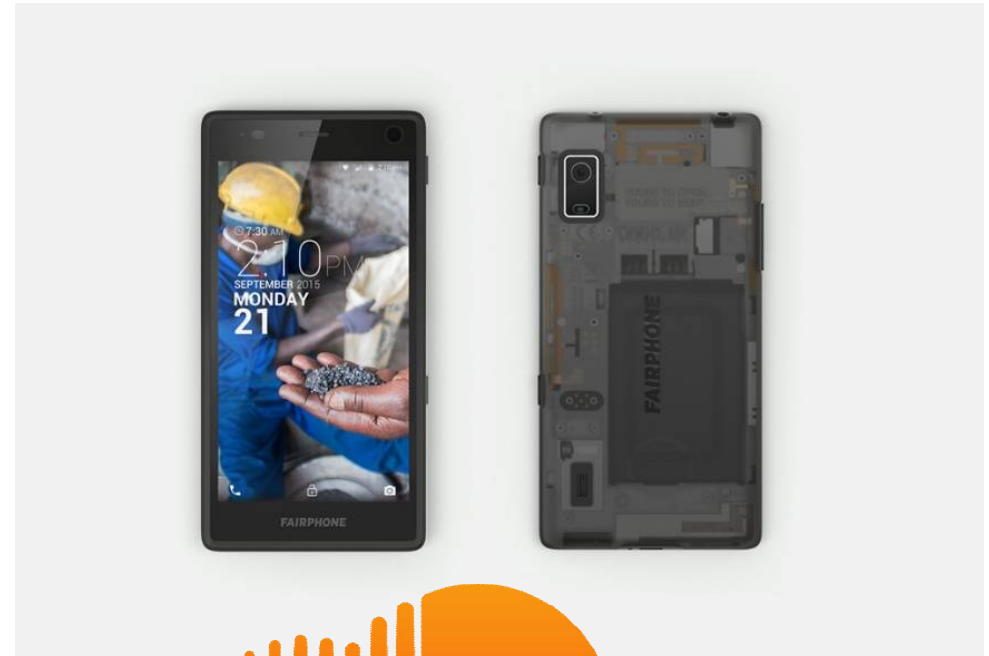
5 cent per bottle



Local projects

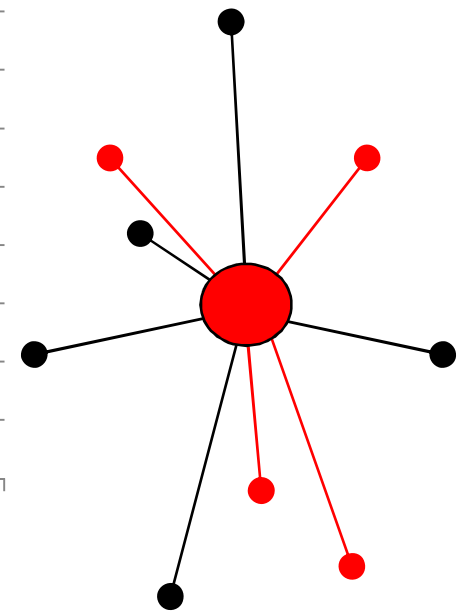
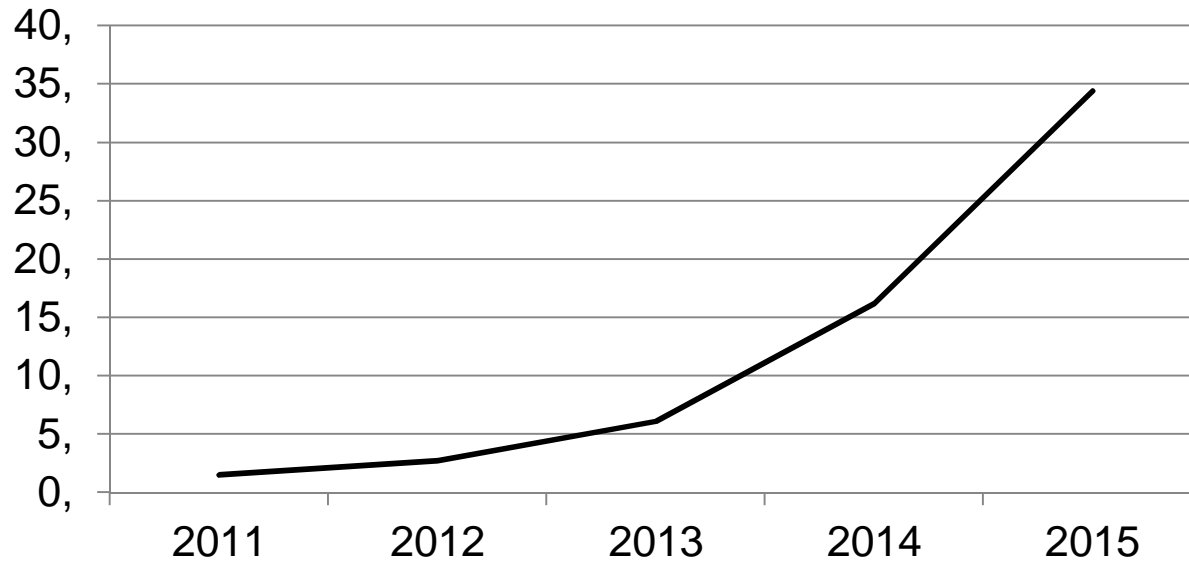


# Standardised Infrastructure for Production and Circulation



# Crowd-Funding

## Collected Money via Crowdfunding World Wide (in Bill US\$)

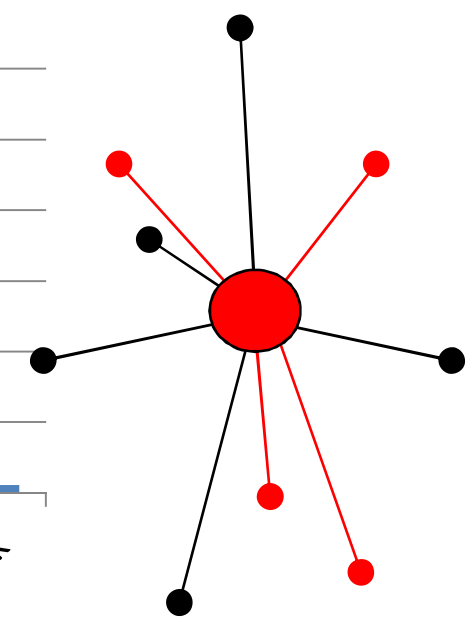
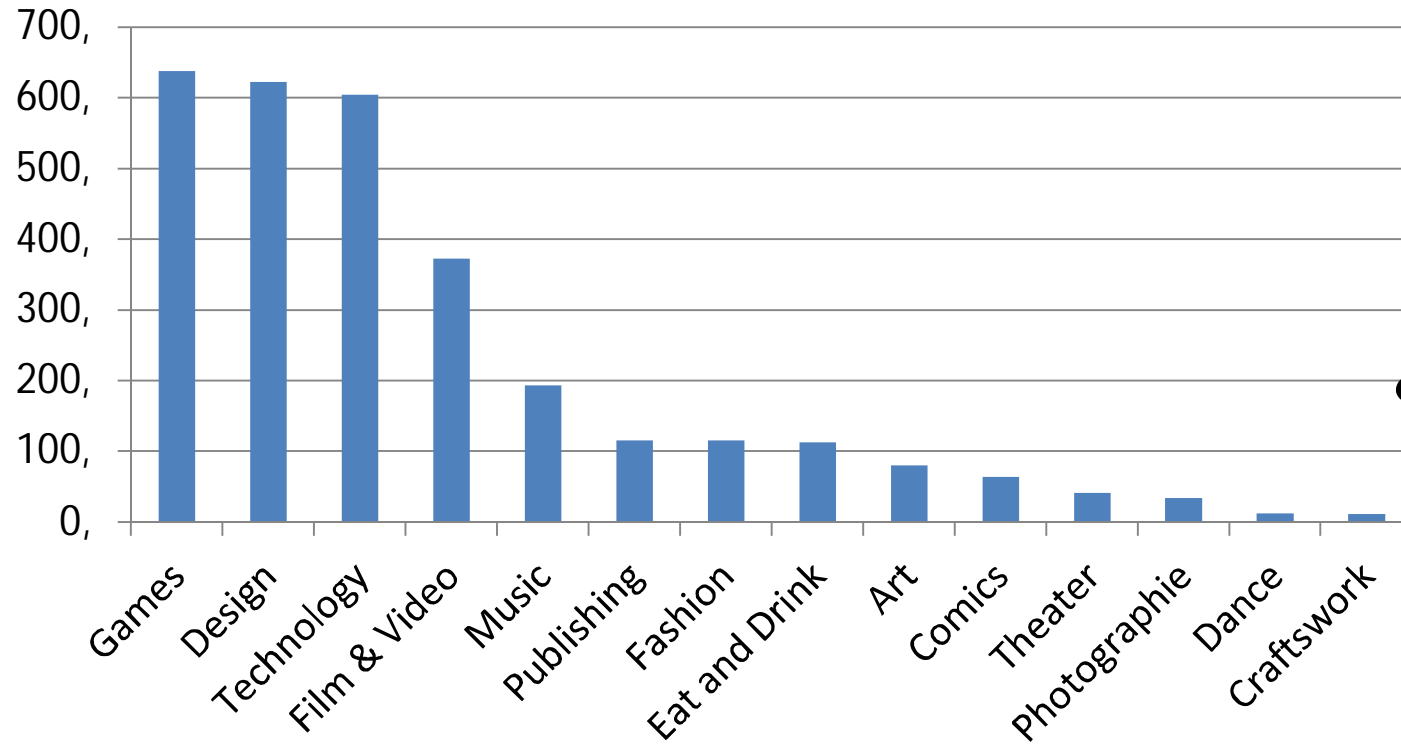


(source: crowdexpert.com)



# Crowd Funding

## Collected Money for Kickstarter Projects till May 2017 (in Mio. US\$)

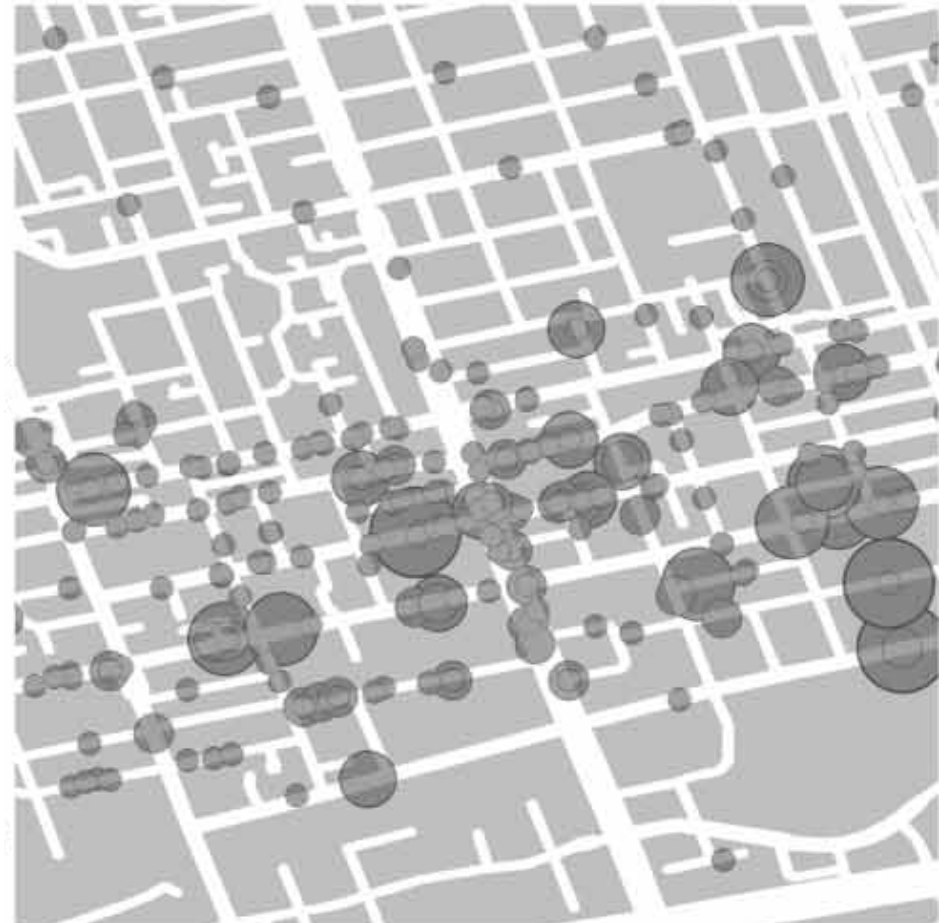


# The Production of Links and its Geography

Science Neighbourhoods



Creative Neighbourhoods





# Value Generation in Phases of Capitalism

Phase

Fordism

Post-Fordism

Post-Fordism2

???

Economies of

Scale

Scope

Financialization

Links

