



The Rise of Datalism

Data Power, Digital Empires and the Future of Capitalism

By Catherine Mulligan and Phil Godsiff

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Argues that the digital age is giving rise to 'datalism', a new paradigm in which data and human experience, rather than physical resources, become the dominant sources of power and profit, fundamentally reshaping economies, labour markets, and systems of global governance.

This book introduces a new economic system where data – not capital or labour – drive power and profit. It reveals how platforms transform human activity into value and asks what this shift means for work, competition and the future of society.

Key selling points

Introduces 'datalism' as a new and compelling framework, filling a major gap in debates on AI, platforms and the digital economy

Combines rigorous research with accessible, narrative-driven storytelling, appealing to both general and expert audiences

Addressing urgent issues around AI, Big Tech power and digital governance

Speaks to multiple audiences: policymakers, business leaders, academics and readers of big-idea nonfiction

About the Author(s) / Editor(s)

Catherine Mulligan is an impact-driven researcher and leader focused on how digital technologies shape economic systems, sustainability and societal resilience. With over 15 years of experience across research and practice, she works at the intersection of AI, data and governance to drive real-world transformation.

Phil Godsiff is a researcher and expert in distributed systems and digital infrastructures, with a focus on blockchain technologies and their societal and economic implications. His work explores how emerging technologies reshape trust, governance and organisational models.

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