

## Disruptive thinking

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I admit I like disruptive thinking. This, [in the Observer today](#), is excellent by that standard:

Like fossil fuel in the ground, customer data may soon be a liability, not an asset

*John Naughton*

In the light of large fines this week for data mishandling, is this a chance of this?

Think how that would change the world's business models.

And then wonder whether this is part of the Green New Deal that we need.