

# Netflixed The Epic Battle For Americas Eyeballs Gina Keating

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*Sense8* Deborah Shaw 2021-05-20 This collection explores the many ways in which the Netflix series *Sense8* transcends television. As its characters transcend physical and psychological borders of gender and geography, so the series itself transcends those between television, new media platforms and new screen technologies, while dissolving those between its producers, stars, audiences and fans. *Sense8* united, inspired and energized a global community of fans that realized its own power by means of online interaction and a successful campaign to secure a series finale. The series' playful but poignant exploration of globalization, empathy, transnationalism, queer and trans aesthetics, gender fluidity, imagined communities and communities of sentiment also inspired the interdisciplinary range of contributors to this volume. In this collection, leading academics illuminate *Sense8* as a progressive and challenging series that points to vital, multifarious, contemporary social, political, aesthetic and philosophical concerns. *Sense8: Transcending Television* is much more than an academic examination of a series; it is an account and analysis of the way that we all receive, communicate and consider ourselves as participants in global communities that are social, political and cultural, and now both physical and virtual too.

*Built to Fail* Alan Payne 2021-03-09 How does an iconic brand die? For more than two decades, Blockbuster was America's favorite way to watch movies. Millions of customers visited more than eight thousand stores around the globe every week, providing more data about movie audiences than anyone in history had ever owned. If any company should have predicted the disruptive forces coming down the pike, it was Blockbuster. But as new threats emerged, none of its five CEOs had answers, and the company collapsed long before its time. *Built to Fail* tells the complete inside story of Blockbuster's meteoric rise and catastrophic fall. Beneath the surface of explosive growth lay a shaky foundation of financial difficulty, tunnel vision, and missed opportunities. Written by Alan Payne, the man who built the longest-lasting Blockbuster franchise chain in the country, *Built to Fail* is a cautionary tale for today's disruptive marketplace, explaining why Blockbuster was a broken company long before Netflix ever streamed a single movie.

*The Attention Merchants* Tim Wu 2017-01-05 Attention merchant: an industrial-scale harvester of human attention. A firm whose business model is the mass capture of attention for resale to advertisers. In nearly every moment of our waking lives, we face a barrage of advertising enticements, branding efforts, sponsored social media, commercials and other efforts to harvest our attention. Over the last century, few times or spaces have remained uncultivated by the 'attention merchants', contributing to the distracted, unfocused tenor of our times. Tim Wu argues that this is not simply the byproduct of recent inventions but the end result of more than a century's growth and expansion in the industries that feed on human attention. From the pre-Madison Avenue birth of advertising to TV's golden age to our present age of radically individualized choices, the business model of 'attention merchants' has always been the same. He describes the revolts that have risen against these relentless attempts to influence our consumption, from the remote control to FDA regulations to Apple's ad-blocking OS. But he makes clear that attention merchants grow ever-new heads, and their means of harvesting our attention have given rise to the defining industries of our time, changing our nature - cognitive, social, and otherwise - in ways unimaginable even a generation ago.

*Storytelling Industries* Anthony N. Smith 2018-06-28 This book shows how the unique characteristics of traditionally differentiated media continue to determine narrative despite the recent digital convergence of media technologies. The author argues that media are now each largely defined by distinctive industrial practices that continue to preserve their identities and condition narrative production. Furthermore, the book demonstrates how a given medium's variability in institutional and technological contexts influences diverse approaches to storytelling. By connecting US film, television, comic book and video game industries to their popular fictional characters and universes; including *Star Wars*, *Batman*, *Game of Thrones* and *Grand Theft Auto*; the book identifies how differences in industrial practice between media inform narrative production. This book is a must read for students and scholars interested in transmedia storytelling.

*That Will Never Work* Marc Randolph 2019-09-17 In the tradition of Phil Knight's *Shoe Dog* comes the incredible untold story of how Netflix went

from concept to company—all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph had an idea. It was a simple thought—leveraging the internet to rent movies—and was just one of many more and far worse proposals, like personalized baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair—with Hastings as the primary investor and Randolph as the CEO—founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty-first century's most disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts, and determination can change the world—even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time.

**Political Economy of Media Industries** Randy Nichols 2019-11-11 This book provides a critical political economic examination of the impact of increasingly concentrated global media industries. It addresses different media and communication industries from around the globe, including film, television, music, journalism, telecommunication, and information industries. The authors use case studies to examine how changing methods of production and distribution are impacting a variety of issues including globalization, environmental devastation, and the shifting role of the State. This collection finds communication at a historical moment in which capitalist control of media and communication is the default status and, so, because of the increasing levels of concentration globally allows those in control to define the default ideological status. In turn, these concentrated media forces are deployed under the guise of entertainment but with a mind towards further concentration and control of the media apparatuses many times in convergence with others

**Netflix Nations** Ramon Lobato 2019-01-08 How streaming services and internet distribution have transformed global television culture. Television,

once a broadcast medium, now also travels through our telephone lines, fiber optic cables, and wireless networks. It is delivered to viewers via apps, screens large and small, and media players of all kinds. In this unfamiliar environment, new global giants of television distribution are emerging—including Netflix, the world's largest subscription video-on-demand service. Combining media industry analysis with cultural theory, Ramon Lobato explores the political and policy tensions at the heart of the digital distribution revolution, tracing their longer history through our evolving understanding of media globalization. *Netflix Nations* considers the ways that subscription video-on-demand services, but most of all Netflix, have irrevocably changed the circulation of media content. It tells the story of how a global video portal interacts with national audiences, markets, and institutions, and what this means for how we understand global media in the internet age. *Netflix Nations* addresses a fundamental tension in the digital media landscape – the clash between the internet's capacity for global distribution and the territorial nature of media trade, taste, and regulation. The book also explores the failures and frictions of video-on-demand as experienced by audiences. The actual experience of using video platforms is full of subtle reminders of market boundaries and exclusions: platforms are geo-blocked for out-of-region users (“this video is not available in your region”); catalogs shrink and expand from country to country; prices appear in different currencies; and subtitles and captions are not available in local languages. These conditions offer rich insight for understanding the actual geographies of digital media distribution. Contrary to popular belief, the story of Netflix is not just an American one. From Argentina to Australia, Netflix's ascension from a Silicon Valley start-up to an international television service has transformed media consumption on a global scale. *Netflix Nations* will help readers make sense of a complex, ever-shifting streaming media environment.

**Marissa Mayer and the Fight to Save Yahoo!** Nicholas Carlson 2015-01-01 From her controversial rise and fall from power at Google, to her dramatic reshaping of Yahoo's work culture, people are obsessed with, and polarised by, Marissa Mayer's every move. She is full of fascinating contradictions: a feminist who rejects feminism, a charmer in front of a crowd who can't hold eye contact in one-on-ones, and a geek who is Oscar de la Renta's best customer. *Marissa Mayer and the Fight to Save Yahoo!* tells her story. Back in the 1990s, Yahoo was the internet. It was also a \$120 billion company. But just as quickly as it became the world's most famous internet company, it crashed to earth during the dotcom bust. And yet, Yahoo is still here, with nearly a billion people visiting it each month. *Marissa Mayer and the Fight to Save Yahoo!* tells the fly-on-the-wall story of Yahoo's history for the first time, getting inside the board room as executives make genius calls and massive blunders. Dan Loeb, a tough-talking hedge fund manager, set his sights on Yahoo in 2011. He grew up idolising the corporate raiders of the 1980s, building a career being more vicious than any of them. Without Loeb's initiative, Marissa

Mayer would never have been given her chance to save the company. This book tells the tale of how Dan Loeb spotted the real problem inside Yahoo - its awful board - and tore it apart, getting two CEOs fired in the process. When Marissa Mayer first started at Yahoo in 2012, the car parks would empty every week by 4.00 p.m. on Thursday. Over the next two years she made plenty of mistakes, but she learned from them. Now Yahoo's culture is vibrant and users are coming back. In *Marissa Mayer and the Fight to Save Yahoo!* Nicholas Carlson also explores what may be the internet's first real turnaround.

**Netflix** Alexis Burling 2018-12-15 Netflix explores how founders Reed Hastings and Marc Randolph turned a small DVD rental service into a global media empire, leading the way in the streaming revolution and pioneering new ways to study TV audiences. Features include a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

*The Master Switch* Tim Wu 2010-11-01 The Internet Age: on the face of it, an era of unprecedented freedom in both communication and culture. Yet in the past, each major new medium, from telephone to satellite television, has crested on a wave of similar idealistic optimism, before succumbing to the inevitable undertow of industrial consolidation. Every once free and open technology has, in time, become centralized and closed; as corporate power has taken control of the 'master switch.' Today a similar struggle looms over the Internet, and as it increasingly supersedes all other media the stakes have never been higher. Part industrial expos, part examination of freedom of expression, *The Master Switch* reveals a crucial drama - full of indelible characters - as it has played out over decades in the shadows of global communication.

*The All-Consuming Nation* Mark H. Lytle 2021 "In some ways, *The All-Consuming Nation* is an autobiography of the babyboom generation since it highlights the consumer culture and rising environmental consciousness that has been central to that generation's lived experience. That should appeal to a wide audience of regular readers. Those who are sensitive to such current issues as wealth inequality, climate change, and the environmental consequences of mass consumerism will also find the book as a way to see how we reached our contemporary crisis points and possible ways to curb current excesses. The book alternates chapters on the evolving consumer economy with chapters on environmental critiques of mass consumerism. It considers the technologies that have fuelled consumption, strategies such as planned obsolescence that sustain consumption, and the shift in retailing from brick and mortar to on-line shopping. Environmental critics have viewed every shift in patterns of increasing consumption as ultimately unsustainable. Finally, the book should serve as text for post World War II surveys in American History, Environmental History, as well as business and marketing courses"--

**That Will Never Work** Marc Randolph 2019-09-17 In the tradition of Phil

*Knight's Shoe Dog* comes the incredible untold story of how Netflix went from concept to company - all revealed by co-founder and first CEO Marc Randolph. "Engaging and insightful." --Reed Hastings, CEO of Netflix "As the founding CEO, Marc Randolph's leadership defined the culture of Netflix and laid the groundwork for successive, global revolutions in how we make and consume entertainment." --Gina Keating, author of *Netflixed: The Epic Battle for America's Eyeballs* "Charming, fascinating and very funny. If you've ever wondered how to turn an idea into a global household name, Marc Randolph will demystify the world of Silicon Valley start-ups, and make you laugh a lot along the way." --Decca Aitkenhead, *The Sunday Times* "A charming first-person account of the early days of one of the most successful tech start-ups ever. An engaging read that will engross any would-be entrepreneur." --The Washington Post Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. These were the widely accepted laws of the land in 1997 when Marc Randolph had an idea. It was a simple thought - leveraging the internet to rent movies - and was just one of many more proposals, like personalised baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair - with Hastings as the primary investor and Randolph as the CEO - founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable but the twenty-first century's most disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when they pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts and determination can change the world - even with an idea that many think will never work. What emerges, however, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable but also one of the most dramatic and insightful entrepreneurial stories of our time. "Marc wastes no time cutting through the noise. He understands what is important whether it is your product, your marketing, or your business plan. A remarkable and one of a kind visionary." --Mitch Lowe, founder of RedBox and CEO of MoviePass "An entertaining chronicle of creativity, luck, and unflagging perseverance." --Kirkus

**Streaming, Sharing, Stealing** Michael D. Smith 2017-08-25 How big data is transforming the creative industries, and how those industries can use

lessons from Netflix, Amazon, and Apple to fight back. “[The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed.” –The Wall Street Journal “Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires.” –Financial Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries—and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music. We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little “moneyball.” The bottom line: follow the data.

The Rise of the Platform Marketer Craig Dempster 2015-04-27 Develop the skills and capabilities quickly becoming essential in the new marketing paradigm The Rise of the Platform Marketer helps you leverage the "always-on" consumer to deliver more personalized engagements across media, channels, and devices. By managing these interactions at scale throughout the customer lifecycle, you can optimize the value of your customers and segments through strategic use of Connected CRM (cCRM). This book shows you how to take advantage of the massive growth and proliferation of social and other digital media, with clear strategy for developing the new capabilities, tools, metrics, and processes essential in the age of platform marketing. Coverage includes identity management, audience management, consumer privacy and compliance, media and channel optimization, measurement and attribution, experience design, and integrated technology, plus a discussion on how the company as a whole must evolve to keep pace with marketing's increasingly rapid evolution and capabilities. The expansion of digital platforms has created addressability opportunity through search, video, display, and social media, offering today's foremost opportunity for competitive advantage. This book

outlines the capabilities and perspective required to reap the rewards, helping you shift your strategy to align with the demands and expectations of the modern consumer. Develop the tools, metrics, and processes necessary to engage the modern consumer Gain a deep understanding of Connected Customer Relationship Management Leverage trends in technology and analytics to create targeted messages Adjust your company's structure and operations to align with new capabilities The new era of marketing requires thorough understanding of cCRM, along with the knowledge and innovative forethought to thrive in the ever-expanding digital audience platform environment. *The Rise of the Platform Marketer* gives you an edge, and helps you clear a path to full implementation. *Business Model Pioneers* Kai-Ingo Voigt 2016-07-28 Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully introduced new business ideas to the market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

**Leadership Lessons: Henry Ford, Reed Hastings, Alfred Sloan, Sam Walton, Oprah Winfrey Ric Merrifield** 2018-08-10 Here, from Ric Merrifield, author of *Rethink*, are the inspiring stories of five men and women - Henry Ford, Reed Hastings, Alfred Sloan, Sam Walton, and Oprah Winfrey - and their practical, time-tested lessons for everyone who aims to lead.

*The Netflix Effect* Kevin McDonald 2016-08-11 Netflix is the definitive media company of the 21st century. It was among the first to parlay new Internet technologies into a successful business model, and in the process it changed how consumers access film and television. It is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices. Despite its transformative role, however, Netflix has drawn very little critical attention—far less than competitors such as YouTube, Apple, Amazon, Comcast, and HBO. This collection addresses this gap, as the essays are designed to critically explore the breadth and diversity of Netflix's effect from a variety of different scholarly perspectives, a necessary approach considering the hybrid nature of Netflix, its inextricable links to new models of media production, distribution, viewer engagement and consumer behavior, its relationship to existing media conglomerates and consumer electronics, its capabilities as a web-based service provider and data network, and its reliance on a broader technological infrastructure.

**King of Capital** David Carey 2012 *Strippers and Flippers . . . or a New Positive Force Helping to Drive the Economy . . .* The untold story of Steve

Schwarzman and Blackstone, the financier and his financial powerhouse that avoided the self-destructive tendencies of Wall Street. David Carey and John Morris show how Blackstone (and other private equity firms) transformed themselves from gamblers, hostile-takeover artists, and 'barbarians at the gate' into disciplined, risk-conscious investors. The financial establishment—banks and investment bankers such as Citigroup, Bear Stearns, Lehman, UBS, Goldman Sachs, Merrill Lynch, Morgan Stanley—were the cowboys, recklessly assuming risks, leveraging up to astronomical levels and driving the economy to the brink of disaster. Blackstone is now ready to break out once again since it is sitting on billions of dollars that can be invested at a time when the market is starved for capital. The story of a financial revolution—the greatest untold success story on Wall Street: Not only have Blackstone and a small coterie of competitors wrested control of corporations around the globe, but they have emerged as a major force on Wall Street, challenging the likes of Goldman Sachs and Morgan Stanley for dominance. Great human interest story: How Blackstone went from two guys and a secretary to being one of Wall Street's most powerful institutions, far outgrowing its much older rival KKR; and how Steve Schwarzman, with a pay packet one year of \$398 million and \$684 million from the Blackstone IPO, came to epitomize the spectacular new financial fortunes amassed in the 2000s.

Controversial: Analyzes the controversies surrounding Blackstone and whether it and other private equity firms suck the lifeblood out of companies to enrich themselves—or whether they are a force that helps make the companies they own stronger and thereby better competitors. The story by two insiders with access: Insightful and hard-hitting, filled with never-before-revealed details about the workings of a heretofore secretive company that was the personal fiefdom of Schwarzman and Peter Peterson. Forward-looking: How Blackstone and private equity will drive the economy and provide a model for how financing will work. From the Hardcover edition.

**Big Billion Startup: The Untold Flipkart Story** Mihir Dalal 2019-10-06 The definitive account of India's biggest startup that redefined e-commerce, entrepreneurship and the way we shop and live. IIT graduates Sachin Bansal and Binny Bansal founded out of a Bangalore apartment what would become India's biggest e-commerce startup. Established in October 2007, Flipkart began as an online bookstore and soon came to be known for its 'customer obsession'. As the startup's reputation grew, so did its value, with venture capitalists in India and abroad lining up to invest heavily in the company that stood for bold ambition, unabashed consumerism and the virtues of technology. Investigative journalist Mihir Dalal recounts the astounding story of how the Bansals built Flipkart into a multi-billion-dollar powerhouse in the span of a few years and made internet entrepreneurship a desirable occupation. But it is also a story of big money, power and hubris, as both business and interpersonal complexities weakened the founders' control over their creation and forced

them to sell out to a retailer whose dominance they had once dreamt of emulating. Flipkart's auction involved some of the corporate world's biggest names, from Jeff Bezos, Satya Nadella, Sundar Pichai to Masayoshi Son and Doug McMillon, an ironic testimony to the strength of what the Bansals had forged. Based on extraordinary research, extensive interviews and deep access to key characters in the Flipkart story, *Big Billion Startup* is the riveting and revealing account of how Sachin and Binny Bansal built and sold India's largest internet company.

**FCC Record** United States. Federal Communications Commission 2015  
*Reed Hastings* Matt Burgess 2020-03-26 Reed Hastings is one of the world's foremost business leaders. As co-founder, chairman and CEO of Netflix, he has built one of the largest media and entertainment companies on the planet, with an estimated personal net worth of \$3.6 billion. A notable philanthropist, he has served on the boards of a number of non-profit organisations as well as Facebook and Microsoft. This concise but detailed biography provides an overview of Hastings' career trajectory. From his unique management style to the biggest mistakes he has made along the way, to the reasons behind his decision to take Netflix from a business that dealt with products (rental DVDs) to a technology company that focuses on streaming, Burgess sheds light on Hastings' success and looks to what the future may bring for him and his ventures. Aspirational and positive, this is the perfect book for those looking for a concise and accessible account of a true global business visionary.

**Infinite Jest** David Foster Wallace 2011-04-14 'A writer of virtuostic talents who can seemingly do anything' New York Times 'Wallace is a superb comedian of culture . . . his exuberance and intellectual impishness are a delight' James Wood, Guardian 'He induces the kind of laughter which, when read in bed with a sleeping partner, wakes said sleeping partner up . . . He's damn good' Nicholas Lezard, Guardian 'One of the best books about addiction and recovery to appear in recent memory' Sunday Times Somewhere in the not-so-distant future the residents of Ennet House, a Boston halfway house for recovering addicts, and students at the nearby Enfield Tennis Academy are ensnared in the search for the master copy of *Infinite Jest*, a movie said to be so dangerously entertaining its viewers become entranced and expire in a state of catatonic bliss . . .

**The Chickenshit Club** Jesse Eisinger 2017-07-11 "Why were no bankers put in prison after the financial crisis of 2008? Why do CEOs seem to commit wrongdoing with impunity? The problem goes beyond banks deemed Too Big to Fail to almost every large corporation in America—to pharmaceutical companies and auto manufacturers and beyond. [This book]—an inside reference to prosecutors too scared of failure and too daunted by legal impediments to do their jobs—explains why"—Amazon.com.

**The Million Death Quake** Roger Musson 2012-10-16 For centuries, Californians and the Japanese have known that they were at risk of catastrophic earthquakes, and prepared accordingly. But when a violent

7.0 earthquake rocked Haiti in 2010, hardly anyone knew the island nation was even at risk for disaster, and, tragically, no one was prepared. Over 300,000 people died as buildings that had never been designed to withstand such intense shaking toppled over and crushed their inhabitants. Now, scientists warn that it won't be long before a single, catastrophic quake kills one million people - and that it is going to strike right where we least expect it. In this groundbreaking book, renowned seismologist with the British Geological Survey Roger Musson takes us on an exhilarating journey to explore what scientists and engineers are doing to prepare us for the worst. With riveting tales of the scientists who first cracked the mystery of what causes the ground to violently shake, Musson makes plain the powerful geological forces driving earthquakes and tsunamis, and shows how amazing feats of engineering are making our cities earthquake-proof. Highlighting hotspots around the world from Mexico City to New York this is a compelling scientific adventure into nature at its fiercest.

**Cable Cowboy** Mark Robichaux 2002-10-31 An inside look at a cable titan and his industry John Malone, hailed as one of the great unsung heroes of our age by some and reviled by others as a ruthless robber baron, is revealed as a bit of both in *Cable Cowboy*. For more than twenty-five years, Malone has dominated the cable television industry, shaping the world of entertainment and communications, first with his cable company TCI and later with Liberty Media. Written with Malone's unprecedented cooperation, the engaging narrative brings this controversial capitalist and businessman to life. *Cable Cowboy* is at once a penetrating portrait of Malone's complex persona, and a captivating history of the cable TV industry. Told in a lively style with exclusive details, the book shows how an unassuming copper strand started as a backwoods antenna service and became the digital nervous system of the U.S., an evolution that gave U.S. consumers the fastest route to the Internet. *Cable Cowboy* reveals the forces that propelled this pioneer to such great heights, and captures the immovable conviction and quicksilver mind that have defined John Malone throughout his career.

[The Netflix Effect](#) Kevin McDonald 2016-08-11 Netflix is the definitive media company of the 21st century. It was among the first to parlay new Internet technologies into a successful business model, and in the process it changed how consumers access film and television. It is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices. Despite its transformative role, however, Netflix has drawn very little critical attention - far less than competitors such as YouTube, Apple, Amazon, Comcast, and HBO. This collection addresses this gap, as the essays are designed to critically explore the breadth and diversity of Netflix's effect from a variety of different scholarly perspectives, a necessary approach considering the hybrid nature of Netflix, its inextricable links to new models of media production, distribution, viewer engagement and consumer

behavior, its relationship to existing media conglomerates and consumer electronics, its capabilities as a web-based service provider and data network, and its reliance on a broader technological infrastructure.

*Effetto Netflix* Francesco Marrazzo 2016-04-12T00:00:00+02:00 Netflix è la più grande rete di Internet TV del mondo, con oltre 70 milioni di abbonati in più di 190 paesi, che ogni giorno guardano più di 125 milioni di ore di programmi televisivi e film, tra cui serie originali, documentari e lungometraggi. Netflix - primo operatore globale di Over-The-Top TV, nato in California dall'intuizione e dalla capacità imprenditoriale del geniale Reed Hastings - è arrivato anche in Italia nell'ottobre 2015, attirando l'attenzione degli addetti al settore e dell'industria del broadcasting e l'interesse degli Internet users. In questo volume, il servizio di video-on-demand più noto in tutto l'Occidente sarà visto non tanto come un punto di rottura sul fronte del consumo di contenuti audiovisivi in rete, quanto come una vera e propria svolta paradigmatica nel modo di fare e concepire televisione, non più basato sul palinsesto bensì sull'algoritmo. Grazie a questa radicale innovazione, Netflix ha l'obiettivo e promette ai suoi utenti, agli stakeholders e ai producers di diventare la più grande televisione internazionale, portando da tutto il mondo e in tutto il mondo grandi storie e nuove narrazioni. Da questo punto di vista, Netflix può costituire anche in Italia un'inedita occasione grazie a cui produttori e giovani professionisti del settore possono trovare spazio nel nuovo ecosistema audiovisivo, ridefinendo il rapporto dialettico tra produzione e consumo e le forme di lavoro culturale nell'era dello streaming.

*The Art of Business Wars* David Brown 2021-04-15 "A ROLLICKING READ ABOUT THE CORPORATE WORLD'S GREATEST RIVALRIES." ADAM GRANT, New York Times bestselling author of *Think Again* and *Originals*, and host of the TED podcast *WorkLife* Based on the chart-topping *BUSINESS WARS* podcast, here are the stories and lessons from history's greatest business rivalries - retold as you've never heard them before. Some of the companies here have been featured on the podcast, many are entirely new, and ALL of the material presents a fresh perspective, with each chapter thematically inspired by a chapter of Sun Tzu's classic, *The Art of War*. From the pocket showdown of iPhone vs Blackberry to the epic stand-off of Beats vs Monster, *The Art of Business Wars* goes deep into the business trenches to explore the stories behind the stories. In this gripping study of triumph and disaster, you'll discover the real-life love spat between the co-founders of Tinder which led to the creation of its competitor Bumble, the battle of the fast fashion giants H&M and Zara where speed is everything, how Wrigley almost bit off more than it could chew, and Nintendo leveled up in America. With these and many more tales from business battlefields all over the world *The Art of Business Wars* reveals the strategies, positioning, dirty tricks, and eye for exploiting vulnerabilities, that make the difference between success and failure. David Brown, host of the hit podcast *Business Wars*, masterfully frames some of the biggest business rivalries in history using the wisdom

and pragmatic advice of revered Chinese military strategist Sun Tzu. Each battle Brown examines tells a story of contending wits, strategies, and resources. He chronicles the rise of companies as they formulate innovative plans, vanquish foes, and adapt to shifting societal needs. The goal: stay ahead of the competition and emerge victorious as an industry titan. Compiling powerful insights uncovered over hundreds of episodes and more than a year of in-depth research, Brown offers an extraordinary formula for victory woven into a series of gripping, real-life tales straight from the business trenches. The stories in *The Art of Business Wars* are fascinating, but the lessons we draw from them - about determination, ingenuity, patience, grit, subtlety, and other key traits that contribute to a victorious enterprise - are invaluable, whether you're a software-slinging freelancer or the CEO of a multinational corporation.

Idea Man Paul Allen 2011-04-28 By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this long-awaited memoir, Allen explains how he has solved problems, what he's learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.

Netflix Aurelia Jackson 2014-11-17 Today, when you want to watch a movie or television show, there's a good chance you may choose to watch it using Netflix, one of the most popular video services on the Internet. With thousands of movies and TV shows, Netflix has changed the way we watch our favorite entertainment. You may use Netflix every day—but do you know the story of the man behind the company's success? Netflix was once only an idea in the mind of Reed Hastings, a businessman who has done amazing things since starting the online movie and TV company.

Discover how Reed was able to make Netflix a success around the world—and find out what he has planned next to keep the company on top.

Into Thin Air Jon Krakauer 1998 Journalist Krakauer, standing on the summit of Mt. Everest, saw nothing that "suggested that a murderous storm was bearing down." He was wrong. The storm, which claimed five lives and left countless more in guilt-ridden disarray, would also provide the impetus for this epic account of the May 1996 disaster. Unabridged. 7 CDs.

Hulu and Jason Kilar Laura La Bella 2014-12-15 This biography follows Internet and television innovator Jason Kilar from the family vacation in Florida's Disney World that sparked his interest in customer service when he was still a child, to his rise through the ranks of two of the most intriguing and successful new media companies: Amazon and Hulu. In addition to an account of Kilar's personal journey, readers will get an overview of how media technology and the Internet have evolved over the last two decades, radically altering the landscape of commerce as well as entertainment and making it possible for companies like Amazon and Hulu to thrive.

The Film Appreciation Book Jim Piper 2014-11-18 This is a book for cinephiles, pure and simple. Author and filmmaker, Jim Piper, shares his vast knowledge of film and analyzes the most striking components of the best movies ever made. From directing to cinematography, from editing and music to symbolism and plot development, *The Film Appreciation Book* covers hundreds of the greatest works in cinema, combining history, technical knowledge, and the art of enjoyment to explain why some movies have become the most treasured and entertaining works ever available to the public, and why these movies continue to amaze viewers after decades of notoriety. Read about such classic cinematic masterpieces as *Citizen Kane*, *Gandhi*, *Midnight Cowboy*, *Easy Rider*, *True Grit*, *Gone With the Wind*, and *The Wizard of Oz*, as well as more recent accomplishments in feature films, such as *Requiem for a Dream*, *Munich*, *The King's Speech*, and *The Hurt Locker*. Piper breaks down his analysis for you and points out aspects of production that movie-lovers (even the devoted ones) would never recognize on their own. This book will endlessly fascinate, and by the time you get to the last chapter, you're ready to start all over again. In-depth analysis and thoughtful and wide-ranging film choices from every period of cinema history will ensure that you never tire of this reading companion to film. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Netflix's Speculative Fictions Colin Jon Mark Crawford 2021-01-15 This monograph offers a close reading of the financial story of Netflix, exposing the central importance of narrativity, performative language, and affect, which drive the speculative worlds of global finance, technology, and now television.

Netflixed Gina Keating 2012-10-11 Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed

Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above \$3 billion. Yet long-term success-or even survival-is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals. Yet for all its success, Netflix is still a polarizing company. Hastings is often heralded as a visionary-he was named Business Person of the Year in 2010 by Fortune-even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for premium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.

*The Age of Netflix* Cory Barker 2017-09-12 In 2016, Netflix—with an already enormous footprint in the United States—expanded its online streaming video service to 130 new countries, adding more than 12 million subscribers in nine months and bringing its total to 87 million. The effectiveness of Netflix's content management lies in its ability to appeal to a vastly disparate global viewership without a unified cache of content. Instead, the company invests in buying or developing myriad programming and uses sophisticated algorithms to “narrowcast” to micro-targeted audience groups. In this collection of new essays, contributors explore how Netflix has become a cultural institution and transformed the way we consume popular media.

*Netflix Recommends* Mattias Frey 2021-10-05 Algorithmic recommender systems, deployed by media companies to suggest content based on users' viewing histories, have inspired hopes for personalized, curated media but also dire warnings of filter bubbles and media homogeneity. Curiously, both proponents and detractors assume that recommender systems for choosing films and series are novel, effective, and widely used. Scrutinizing the world's most subscribed streaming service, Netflix, this book challenges that consensus. Investigating real-life users, marketing rhetoric, technical processes, business models, and historical antecedents, Mattias Frey demonstrates that these choice aids are neither as revolutionary nor as alarming as their celebrants and critics maintain—and neither as trusted nor as widely used. *Netflix Recommends*

brings to light the constellations of sources that real viewers use to choose films and series in the digital age and argues that although some lament AI's hostile takeover of humanistic cultures, the thirst for filters, curators, and critics is stronger than ever.

*Matchmakers* David S. Evans 2016-05-03 Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers. Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In *Matchmakers*, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and *Matchmakers*—rich with stories from platform winners and losers—is the one book you'll need in order to navigate this appealing but confusing world.

*Wojny biznesowe* David Brown 2021-10-13 Dlaczego niektóre firmy triumfują a inne upadają? iPhone kontra BlackBerry. Adidas kontra Puma. Fender kontra Gibson. H&M kontra Zara. David Brown, autor jednego z najpopularniejszych podcastów, „Business Wars”, przedstawia największe rywalizacje biznesowe w historii. Co stoi za sukcesami i porażkami marek, które wpływają na nasze życie? David Brown wykorzystując kultowe strategiczne zagrywki i rady Sun Zi pokazuje, jak potężne firmy wyrastają, pokonują rywali, tworzą innowacyjne plany i dostosowują się do zmiennych oczekiwań społeczeństwa. Ich cel? Być o kilka kroków przed resztą i pozostać triumfalnym tytanem swojej branży. Opowieści zawarte w *Wojnach biznesowych* ekscytują, ale jednocześnie dają bezcenne lekcje: determinacji, kreatywności, cierpliwości, finezji, wytrwałości i innych cech, które prowadzą do stworzenia zwycięskiej firmy. Te wnioski przydadzą się wszystkim: od freelancerów po dyrektorów międzynarodowych korporacji.

*The Independent Filmmaker's Guide to the New Hollywood* Gabriel Campisi 2020-09-18 Netflix and its competitors like Disney+, Amazon Prime and Hulu have brought unprecedented levels of entertainment to consumers

everywhere, providing the richest, most abundant aggregate of motion pictures and cinematic television the world has ever seen. Behind the facade, however, things are not as pleasant. A very costly paradigm shift is underway, altering not only conventional business and finance models, but also threatening long-established avenues of entertainment such as movie theaters, traditional television, and home video, and wreaking havoc on independent filmmakers and veteran producers alike. This book attempts to make sense of ongoing economic and creative shifts of infrastructure and intellectual property, to understand where the industry is

headed, and to distinguish which business models should be maintained and which ones should be left behind. Featuring exclusive interviews with some of the industry's most prolific filmmakers and executives, it dives into the trenches of Hollywood to provide readers with the knowledge necessary to rethink the business, see past the turmoil, recognize the new opportunities, and take advantage of exciting new possibilities. Change sparks innovation, and innovation brings about great opportunity--but only for the well-informed and prepared.