

Netflixed The Epic Battle For Americas Eyeballs Gina Keating

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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.

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

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.

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.

Adaptations in the Franchise Era Kyle Meikle 2019-01-24 *Adaptations in the Franchise Era* re-evaluates adaptation's place in a popular culture marked by the movement of content and audiences across more media borders than ever before. While adaptation has historically been understood as the transfer of stories from one medium to another—more often than not, from novel to film—the growing interconnectedness of media and media industries in the early twenty-first century raises new questions about the form and function of adaptation as both a product and a process. Where does adaptation fit within massive franchises that span pages, stages, screens, and theme parks? Rising scholar Kyle Meikle illuminates adaptation's enduring and essential role in the rise of franchises in the 2000s and 2010s. During that decade-and-a-half, adaptations set the foundation for multiplexed, multiplied film series, piloted streaming television's forays into original programming, found their way into audiences' hands in apps and video games, and went live in theatrical experiences on Broadway and beyond. The proliferation of adaptations was matched only by a proliferation of adaptation, as fans remixed and remade their favourite franchises online and off-. This volume considers how producers and

consumers defined adaptations-and how adaptations defined themselves-through the endless intertextual play of the franchise era.

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.

Extreme Teams Robert Bruce Shaw 2017-02-16 Every manager desires to have great teams around them collaborating together and running with the mission. Unfortunately, most of these teams have been built around decades-old ideas and practices made popular by companies that either no longer exist or haven't been relevant in years. But a new generation of teams has learned to do things differently--things like hiring the right person instead of the best person; focusing on one priority while leaving room to explore new ideas; creating an environment where people are comfortable dealing with the uncomfortable; and maximizing profit by not making it top priority. And this revitalized look at how teams should work in today's business is driving real growth in some of the world's most innovative firms. In Extreme Teams, sneak peeks into top companies and examine the teamwork experiments powering their results, including how:

- Pixar's teams use constant feedback and debate to transform initially flawed films into billion-dollar hits
- A culture of radical "freedom and responsibility" helps Netflix execute on the next big thing
- Whole Food's super-autonomous teams embrace hard metrics and friendly competition to drive performance
- Zappos fuels the weirdness and fun that sustains its success
- And much more!

From marketing to design to technology to product demand, everything has changed in business and will continue to do so. Why shouldn't the teams carrying out these changes undergo their own upgrades?

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.

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.

Dark Pools Scott Patterson 2012-06-12 A news-breaking account of the global stock market's subterranean battles, Dark Pools portrays the rise of the "bots"—artificially intelligent systems that execute trades in milliseconds and use the cover of darkness to out-manuever the humans who've created them. In the beginning was Josh Levine, an idealistic programming genius who dreamed of

wresting control of the market from the big exchanges that, again and again, gave the giant institutions an advantage over the little guy. Levine created a computerized trading hub named Island where small traders swapped stocks, and over time his invention morphed into a global electronic stock market that sent trillions in capital through a vast jungle of fiber-optic cables. By then, the market that Levine had sought to fix had turned upside down, birthing secretive exchanges called dark pools and a new species of trading machines that could think, and that seemed, ominously, to be slipping the control of their human masters. Dark Pools is the fascinating story of how global markets have been hijacked by trading robots--many so self-directed that humans can't predict what they'll do next.

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 FCC Record United States. Federal Communications Commission 2015

Karma Moon--Ghost Hunter Melissa Savage 2021 While staying in a haunted Colorado hotel for her father's ghost-hunting television series, Karma Moon must battle her anxiety, interpret the signs of the universe, and get footage of a real ghost--you know, the usual. Karma Moon is a firm believer in everything "woo-woo," as her dad calls it. So when she asked her trusty Magic Eight Ball if the call asking her dad to create a ghost-hunting docuseries was her dad's big break, it delivered: "No doubt about it." Because the universe never gets it wrong. Only people do. Karma and her best friend, Mags, join her dad's Totally Rad film crew at a famous haunted hotel in Colorado over her spring break. Their mission: find a ghost and get it on camera. If they succeed, the show will be a hit, they can pay rent on time, and just maybe, her mom will come back. Unfortunately, staying at a haunted hotel isn't a walk in the park for someone with a big case of the what-ifs. But her dad made Karma the head of research for the docuseries, so she, Mags, and a mysterious local boy named Nyx must investigate every strange happening in the historically creepy Stanley Hotel.

Karma hopes that her what-ifs don't make her give up the ghost before they can find a starring spirit to help their show go viral--and possibly even get them a season two. With Melissa Savage's quirky cast of characters and spooky setting underlaid by a touching and relatable struggle against anxiety and grief over her fractured family, *Karma Moon--Ghosthunter* is bound to charm and delight.

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.

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.

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.

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.

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 Upstarts Brad Stone 2017-01-31 ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of *The Everything Store* Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. *The Upstarts* is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

The Chickenshit Club Jesse Eisinger 2017-07-11 Winner of the 2018 Excellence in Financial Journalism Award From Pulitzer Prize-winning journalist Jesse Eisinger, "a fast moving, fly-on-the-wall, disheartening look at the deterioration of the Justice Department and the Securities and Exchange Commission...It is a book of superheroes" (San Francisco Review of Books). 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. *The Chickenshit Club*—an inside reference to prosecutors too scared of failure and too daunted by legal impediments to do their jobs—explains why in "an absorbing financial history, a monumental work of journalism...a first-rate

study of the federal bureaucracy” (Bloomberg Businessweek). Jesse Eisinger begins the story in the 1970s, when the government pioneered the notion that top corporate executives, not just seedy crooks, could commit heinous crimes and go to prison. He brings us to trading desks on Wall Street, to corporate boardrooms and the offices of prosecutors and FBI agents. These revealing looks provide context for the evolution of the Justice Department’s approach to pursuing corporate criminals through the early 2000s and into the Justice Department of today, including the prosecutorial fiascos, corporate lobbying, trial losses, and culture shifts that have stripped the government of the will and ability to prosecute top corporate executives. “Brave and elegant...a fearless reporter...Eisinger’s important and profound book takes no prisoners” (The Washington Post). Exposing one of the most important scandals of our time, *The Chickenshit Club* provides a clear, detailed explanation as to how our Justice Department has come to avoid, bungle, and mismanage the fight to bring these alleged criminals to justice. “This book is a wakeup call...a chilling read, and a needed one” (NPR.org).

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.

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.

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.

The Year I Flew Away Marie Arnold 2021-02-02 In this magical middle grade novel, ten-year-old Gabrielle finds out that America isn't the perfect place she imagined when she moves from Haiti to Brooklyn. With the help of a clever witch, Gabrielle becomes the perfect American—but will she lose herself in the process? Perfect for fans of *Hurricane Child* and *Front Desk*. It's 1985 and ten-year-old Gabrielle is excited to be moving from Haiti to America. Unfortunately, her parents won't be able to join her yet and she'll be living in a place called Brooklyn, New York, with relatives she has never met. She promises her parents that she will behave, but life proves to be difficult in the United States, from learning the language to always feeling like she doesn't fit in to being bullied. So when a witch offers her a chance to speak English perfectly and be "American," she makes the deal. But soon she realizes how much she has given up by trying to fit in and, along with her two new friends (one of them a talking rat), takes on the witch in an epic battle to try to reverse the spell. Gabrielle is a funny and engaging heroine you won't soon forget in this sweet and lyrical novel that's perfect for fans of *Hurricane Child* and *Front Desk*.

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.

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.

Marissa Mayer and the Fight to Save Yahoo! Nicholas Carlson 2015-01-06 A page-turning narrative about Marissa Mayer's efforts to remake Yahoo as well as her own rise from Stanford University undergrad to CEO of a \$30 billion corporation by the age of 38. When Yahoo hired star Google executive Mayer to be its CEO in 2012 employees rejoiced. They put posters on the walls throughout Yahoo's California headquarters. On them there was Mayer's face and one word: HOPE. But one year later, Mayer sat in front of those same employees in a huge cafeteria on Yahoo's campus and took the beating of her life. Her hair wet and her tone defensive, Mayer read and answered a series of employee-posed questions challenging the basic elements of her plan. There was anger in the room and, behind it, a question: Was Mayer actually going to be able to do this thing? **MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!** is the inside story of how Yahoo got into such awful shape in the first place, Marissa Mayer's controversial rise at Google, and her desperate fight to save an Internet icon. In August 2011 hedge fund billionaire Daniel Loeb took

a long look at Yahoo and decided to go to war with its management and board of directors. Loeb then bought a 5% stake and began a shareholder activist campaign that would cost the jobs of three CEOs before he finally settled on Google's golden girl Mayer to unlock the value lurking in the company. As Mayer began to remake Yahoo from a content company to a tech company, an internal civil war erupted. In author Nicholas Carlson's capable hands, this riveting book captures Mayer's rise and Yahoo's missteps as a dramatic illustration of what it takes to grab the brass ring in Silicon Valley. And it reveals whether it is possible for a big lumbering tech company to stay relevant in today's rapidly changing business landscape.

The Master Switch Tim Wu 2010-11-02 A New Yorker and Fortune Best Book of the Year "A must-read for all Americans who want to remain the ones deciding what they can read, watch, and listen to." —Arianna Huffington

Analyzing the strategic maneuvers of today's great information powers—Apple, Google, and an eerily resurgent AT&T—Tim Wu uncovers a time-honored pattern in which invention begets industry and industry begets empire. It is easy to forget that every development in the history of the American information industry—from the telephone to radio to film—once existed in an open and chaotic marketplace inhabited by entrepreneurs and utopians, just as the Internet does today. Each of these, however, grew to be dominated by a monopolist or cartel. In this pathbreaking book, Tim Wu asks: will the Internet follow the same fate? Could the Web—the entire flow of American information—come to be ruled by a corporate leviathan in possession of "the master switch"? Here, Tim Wu shows how a battle royale for the Internet's future is brewing, and this is one war we dare not tune out.

The Million Death Quake Roger Musson 2012-10-16 A leading seismologist examines why and how earthquakes happen while explaining why he believes they are becoming more lethal, profiling breakthroughs in science and engineering that are improving structure resiliency and furthering predictability technologies. 30,000 first printing.

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 2018-02-22 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.

How the Internet Happened: From Netscape to the iPhone Brian McCullough 2018-10-23 A Library Journal Best Book of the Year Tech-guru Brian McCullough delivers a rollicking history of the internet, why it exploded, and how it changed everything. The internet was never intended for you, opines Brian McCullough in this lively narrative of an era that utterly transformed everything we thought we knew about technology. In *How the Internet Happened*, he chronicles the whole fascinating story for the first time, beginning in a dusty Illinois basement in 1993, when a group of college kids set off a once-in-an-epoch revolution with what would become the first “dotcom.” Depicting the lives of now-famous innovators like Netscape's Marc Andreessen and Facebook's Mark Zuckerberg, McCullough also reveals surprising quirks and unknown tales as he tracks both the technology and the culture around the internet's rise. Cinematic in detail and unprecedented in scope, the result both enlightens and informs as it draws back the curtain on the new rhythm of disruption and innovation the internet fostered, and helps to redefine an era that changed every part of our lives.

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.

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.

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.

Risk Stanley McChrystal 2021-10-05 From the bestselling author of *Team of Teams* and *My Share of the Task*, an entirely new way to understand risk and master the unknown. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat. From his first day at West Point, to his years in Afghanistan, to his efforts helping business leaders navigate a global pandemic, McChrystal has seen how individuals and organizations fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface by which it can be managed. In this new book, General McChrystal offers a battle-tested system for detecting and responding to risk. Instead of defining risk as a force to predict, McChrystal and coauthor Anna Butrico show that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to effectively anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples ranging from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see the future, but with McChrystal's hard-won guidance, we can improve our resistance and build a strong defense against what we know—and what we don't.

The Attention Merchants Tim Wu 2017 "Originally published in hardcover in the United States by Alfred A. Knopf, a division of Penguin Random House LLC, New York, in 2016."-- Title page verso.

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.

The Content Trap Bharat Anand 2016-10-18 “My favorite book of the year.”—Doug McMillon, CEO, Wal-Mart Stores Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, The Content Trap is an essential new playbook for navigating the turbulent waters in which we find

ourselves. Praise for *The Content Trap* “A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape.”—Ariel Emanuel, co-CEO, WME | IMG “The Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are.”—The Wall Street Journal

Media, Telecommunications and Business Strategy Richard A. Gershon 2020-07-19 As the clear lines and historic boundaries that once separated broadcasting, cable, telephone and Internet communication dissolve, this comprehensive new edition examines the relationship and convergence patterns between industries by exploring the effects of digitalization in media and information technology. With today’s dynamic and rapidly evolving communication environment, media managers need to have a clear understanding of the different delivery platforms as well as critical management and planning strategies going forward. Advancements in new media and communication technology coupled with a rapidly changing global economy promise a new set of hybrid-media companies that will allow for the full integration of information and entertainment services and give new meaning to the term programming. This book provides a detailed look at seven key sectors of the media and telecommunications field as well as ongoing changes within the industry. The new edition includes updated research throughout including material on major business and technology changes as well as the importance of digital lifestyle reflected in E-commerce and developments in Over-the-Top Video-streaming services. Special attention is given to such areas as strategic planning, innovation, marketing, finance and leadership. Perfect for courses in media management and media industries, as well as professional managers, this book serves as an important reference guide during this transitional time.