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KEY=FOR - ASHLEY WILLIAMSON

NETFLIXED

THE EPIC BATTLE FOR AMERICA'S EYEBALLS

Penguin 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

Essential Library 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.

NETFLIX RECOMMENDS

ALGORITHMS, FILM CHOICE, AND THE HISTORY OF TASTE

Univ of California Press 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.

THAT WILL NEVER WORK

THE BIRTH OF NETFLIX BY THE FIRST CEO AND CO-FOUNDER MARC RANDOLPH

Hachette UK 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

NETFLIX'S SPECULATIVE FICTIONS

FINANCIALIZING PLATFORM TELEVISION

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.

NETFLIX NATIONS

THE GEOGRAPHY OF DIGITAL DISTRIBUTION

NYU Press 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.

STORYTELLING INDUSTRIES

NARRATIVE PRODUCTION IN THE 21ST CENTURY

Springer 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.

THE ALL-CONSUMING NATION

CHASING THE AMERICAN DREAM SINCE WORLD WAR II

Oxford University Press "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"--

LEADERSHIP LESSONS: HENRY FORD, REED HASTINGS, ALFRED SLOAN, SAM WALTON, OPRAH WINFREY

New Word City 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.

BUSINESS MODEL PIONEERS

HOW INNOVATORS SUCCESSFULLY IMPLEMENT NEW BUSINESS MODELS

Springer 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.

STREAMING, SHARING, STEALING

BIG DATA AND THE FUTURE OF ENTERTAINMENT

MIT Press 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 INDEPENDENT FILMMAKER'S GUIDE TO THE NEW HOLLYWOOD

SUCCESS IN THE ERA OF NETFLIX AND STREAMING VIDEO

McFarland 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.

A COMPANION TO LATIN AMERICAN LITERATURE AND CULTURE

John Wiley & Sons Cutting-edge and insightful discussions of Latin American literature and culture In the newly revised second edition of *A Companion to Latin American Literature and Culture*, Sara Castro-Klaren delivers an eclectic and revealing set of discussions on Latin American culture and literature by scholars at the cutting edge of their respective fields. The included essays—whether they're written from the perspective of historiography, affect theory, decolonial approaches, or human rights—introduce readers to topics like gaucho literature, postcolonial writing in the Andes, and baroque art while pointing to future work on the issues raised. This work engages with anthropology, history, individual memory, testimonio, and environmental studies. It also explores: A thorough introduction to topics of coloniality, including the mapping of the pre-Columbian Americas and colonial religiosity Comprehensive explorations of the emergence of national communities in New Imperial coordinates, including discussions of the Muisca and Mayan cultures Practical discussions of global and local perspectives in Latin American literature, including explorations of Latin American photography and cultural modalities and cross-cultural connections In-depth examinations of uncharted topics in Latin American literature and culture, including discussions of femicide and feminist performances and eco-perspectives Perfect for students in undergraduate and graduate courses tackling Latin American literature and culture topics, *A Companion to Latin American Literature and Culture, Second Edition* will also earn a place in the libraries of members of the general public and PhD students interested in Latin American literature and culture.

ENTERTAINMENT INDUSTRY ECONOMICS

A GUIDE FOR FINANCIAL ANALYSIS

Cambridge University Press Fully updated, this ninth edition remains the definitive source on the economics of entertainment in the United States and overseas.

FCC RECORD

A COMPREHENSIVE COMPILATION OF DECISIONS, REPORTS, PUBLIC NOTICES, AND OTHER DOCUMENTS OF THE FEDERAL COMMUNICATIONS COMMISSION OF THE UNITED STATES

MEDIA INDUSTRIES

HISTORY, THEORY, AND METHOD

John Wiley & Sons *Media Industries: History, Theory and Method* is among the first texts to explore the evolving field of media industry studies and offer an innovative blueprint for future study and analysis. capitalizes on the current social and cultural environment of unprecedented technical change, convergence, and globalization across a range of textual, institutional and theoretical perspectives brings together newly commissioned essays by leading scholars in film, media, communications and cultural studies includes case studies of film, television and digital media to vividly illustrate the dynamic transformations taking place across national, regional and international contexts

HULU AND JASON KILAR

The Rosen Publishing Group, Inc 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.

BUSINESS MODEL INNOVATION STRATEGY

TRANSFORMATIONAL CONCEPTS AND TOOLS FOR ENTREPRENEURIAL LEADERS

John Wiley & Sons The most comprehensive, global guide to business model design and innovation for academic and business audiences. *Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders* is centered on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples and illustrations from around the world. This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use *Business Model Innovation Strategy* as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths. The content of the book has been tested in both degree and non-degree courses at some of the world's leading business schools and has helped students and firm leaders to develop ground-breaking business model innovations. This book will help you: Learn the basics of business model innovation; including the latest developments in the field Learn how business model innovation

presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers Learn how to determine the viability of your current business model Explore new possibilities for value creation by redesigning your firm's business model Receive practical, step-by-step guidance on how to introduce business model innovation in your own company Become well-versed in an important area of business strategy and entrepreneurship Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner-oriented publications on the design, implementation, and performance implications of innovative business models. They are the most widely cited researchers in the field of business model innovation, and they teach at the top-ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona, Madrid, Munich, New York, and São Paulo.

THE RISE OF THE PLATFORM MARKETER

PERFORMANCE MARKETING WITH GOOGLE, FACEBOOK, AND TWITTER, PLUS THE LATEST HIGH-GROWTH DIGITAL ADVERTISING PLATFORMS

John Wiley & Sons 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.

THE ART OF BUSINESS WARS

BATTLE-TESTED LESSONS FOR LEADERS AND ENTREPRENEURS FROM HISTORY'S GREATEST RIVALRIES

Hachette UK "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.

THE NETFLIX EFFECT

TECHNOLOGY AND ENTERTAINMENT IN THE 21ST CENTURY

Bloomsbury Publishing USA 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.

WOJNY BIZNESOWE

Wydawnictwo SQN 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”, przedstawi 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, finexji, wytrwałości i innych cech, które prowadzą do stworzenia zwycięskiej firmy. Te wnioski przydadzą się wszystkim: od freelancerów po dyrektorów międzynarodowych korporacji.

NETFLIX®

HOW REED HASTINGS CHANGED THE WAY WE WATCH MOVIES & TV

Simon and Schuster 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

CRITICAL ESSAYS ON STREAMING MEDIA, DIGITAL DELIVERY AND INSTANT ACCESS

McFarland 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.

RISK

A USER'S GUIDE

Penguin UK 'Brilliant and highly entertaining, this book is essential reading for every leader, regardless of age or experience.' - Admiral William McRaven, author of Make Your Bed ----- What if you could learn how to expect the unexpected? In business, like in life, foresight is crucial for avoiding pitfalls and disaster - and yet it's something we spend nearly no time developing. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat; he has been forced to analyse and prepare for situations he didn't even know were possible. As a business consultant, he has seen how hundreds of individuals and organizations - too often and to great cost - fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface through which any and all risks can be managed. In Risk: A User's Guide, McChrystal presents a new system of responding to risk. He lays out ten dimensions of control which we can adjust at any given time, no matter the context: narrative, bias, action, timing, adaptability, communication, technology, diversity, structure and leadership. Drawing on compelling examples ranging from military history to the business world, and offering infinitely practical exercises to improve preparedness, McChrystal illustrates how these ten factors are almost always in effect - and how, by considering them constantly, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see into the future, but Risk gives us a framework for improving our resistance and building a strong defense against what we know -- and what we don't. ----- 'A brilliant user's guide that demonstrates how managing risk is about how we lead, rather than getting mathematical equations right.' - Annie Duke, bestselling author of Thinking In Bets and How To Decide 'Measured, meticulous, and filled with practical, pragmatic wisdom from both war and peace, McChrystal's clear-eyed, unsentimental guidance cuts to the heart of our precarious existence. A must-read leadership bible.' - James Kerr, bestselling author of Legacy 'An essential playbook on mastering all dimensions of risk. For soldiers, educators, CEOs, entrepreneurs, government leaders, and everyone in between.' - Keith Krach, former Undersecretary of State and CEO of DocuSign

EXTREME TEAMS

WHY PIXAR, NETFLIX, AIRBNB, AND OTHER CUTTING-EDGE COMPANIES SUCCEED WHERE MOST FAIL

AMACOM 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?

MATCHMAKERS

THE NEW ECONOMICS OF MULTISIDED PLATFORMS

Harvard Business Review Press 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.

REED HASTINGS

BUILDING NETFLIX

Hachette UK 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.

INSIDE COCA-COLA

A CEO'S LIFE STORY OF BUILDING THE WORLD'S MOST POPULAR BRAND

St. Martin's Press The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets (Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

WHAT REALLY MATTERS

SERVICE, LEADERSHIP, PEOPLE, AND VALUES

Yale University Press The fundamental question in business and in personal life is the same: what really matters? In this book, one of America's most widely admired business leaders distills a lifetime of experience, including failures as well as successes, to reveal his answers. John Pepper, president, CEO, and chairman of Proctor & Gamble for a combined 16 years, underscores the importance of continuous change, innovation, and renewal as prerequisites for growth and sound leadership. In "What Really Matters", he suggests that a preparedness to alter perspective, rethink assumptions, or change course is central not only to understanding customer needs and keeping costs under control but also to developing talent, organizing global businesses, and supporting communities. While he discusses specific business tactics, he notes that they all centre on fundamental tenets: listen to and respect the customer, engender personal accountability and passionate ownership, encourage diversity, and create a vibrant, trusting institution that incorporates employees and their families. In his own years as an executive, Pepper has demonstrated that a profitable business can create and sustain a culture that shapes, and is shaped by, ethical behaviour. His profoundly important advice and counsel belong in the lexicon and practice of every leader.

EPIC BATTLES OF THE LAST DAYS

Morningstar Publications Rick Joyner issues a call to arms in what he sees as the ultimate confrontation between light and darkness as predicted in Scripture. Spiritual warfare, he says, is waged with spiritual weapons that are divinely provided to all believers.

SENSE8

TRANSCENDING TELEVISION

Bloomsbury Publishing USA 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.

ADAPTATIONS IN THE FRANCHISE ERA

2001-16

Bloomsbury Publishing USA 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.

CABLE COWBOY

JOHN MALONE AND THE RISE OF THE MODERN CABLE BUSINESS

John Wiley & Sons 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.

POLITICAL ECONOMY OF MEDIA INDUSTRIES

GLOBAL TRANSFORMATIONS AND CHALLENGES

Routledge 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

THE CONTENT TRAP

A STRATEGIST'S GUIDE TO DIGITAL CHANGE

Random House "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

Routledge 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.

INSANELY SIMPLE

THE OBSESSION THAT DRIVES APPLE'S SUCCESS

Penguin UK 'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. *Insanely Simple* is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading *Insanely Simple*, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

A DECADE OF DISRUPTION

AMERICA IN THE NEW MILLENNIUM

Simon and Schuster An eye-opening history evoking the disruptive first decade of the twenty-first century in America. Dubya. The 9/11 terrorist attacks. Enron and WorldCom. The Iraq War. Hurricane Katrina. The disruptive nature of the internet. An anxious aging population redefining retirement. The gay community demanding full civil rights. A society becoming ever more "brown." The housing bubble and the Great Recession. The historic election of Barack Obama—and the angry Tea Party reaction. The United States experienced a turbulent first decade of the 21st century, tumultuous years of economic crises, social and technological change, and war. This "lost decade" (2000–2010) was bookended by two financial crises: the dot-com meltdown, followed by the Great Recession. Banks deemed "too big to fail" were rescued when the federal government bailed them out, but meanwhile millions lost their homes to foreclosure and witnessed the wipeout of their retirement savings. The fallout from the Great Recession led to the hyper-polarized society of the years that followed, when populists ran amok on both the left and the right and Americans divided into two distinct tribes. *A Decade of Disruption* is a timely re-examination of the recent past that reveals how we've arrived at our current era of cultural division.

KING OF CAPITAL

THE REMARKABLE RISE, FALL, AND RISE AGAIN OF STEVE SCHWARZMAN AND BLACKSTONE

Currency 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.