

Netflixed The Epic Battle For Americas Eyeballs Gina Keating

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Platforms and Artificial Intelligence Ahmed Bounfour 2022-03-28 Artificial intelligence (AI) and platforms are closely related. Most

investments in AI, especially in critical technologies, are provided by large platforms. This book describes how platforms invest in AI and how AI

will impact the next generation of competences, following a twofold approach to do so: on the one hand, the book seeks to understand how platforms for investment in intangibles and AI are organized, but on the other hand, it provides a framework to describe how AI will change jobs and competences in the future. Moreover, the book addresses five main themes: 1. platforms, platformization, and the foundations of their business models; 2. artificial intelligence, technological tendencies, and the policy agenda; 3. artificial intelligence, productivity, and the next generation of competences; 4. artificial intelligence, productivity, and the digital divide; 5. artificial intelligence, ethics, and the post-truth society. The book's content is mostly based on papers presented at the last two installments of the World Conference on Intellectual Capital for

Communities. It brings together the views of leading scholars and experts on how artificial intelligence and platformization will impact competences in the near future.

The Streaming Media Guide

Michael D'Oliveiro
2019-06-03 Streaming media has irreversibly revolutionised the ways in which media is transmitted and consumed. Most of us engage with streaming media on a daily basis via platforms that deliver our entertainment: Spotify, YouTube and Netflix are new brands which many of us engage with daily for our information and entertainment. It has created upheaval in the entire value chain and wiped out industries slow to adapt to it (like the video store rental chain). And it continues to evolve. Streaming media is transforming business communications in myriad ways, and it is becoming almost as crucial for project managers and marketers to understand

streaming technology as it is for media professionals. The Streaming Media Guide demystifies the technology and features behind a successful streaming media service, especially in the context of how it is used by broadcasters and other media organisations. Common terms and systems being used in this space are presented and defined simply and clearly for non-technical readers. Best practice examples from Michael D'Oliveiro's experiences demonstrate how this technology can be successfully implemented. This book equips any media professional with the most basic of traditional media knowledge to enable confident conversations in the typical media organisation they work in. For technology-based graduates or dedicated broadcast professional seeking to refresh their understanding, this book provides enough information to form a

solid foundation for day-to-day work. Finally, for leaders in cross-functional senior management matrices, information is provided to enable you to understand and exploit streaming media capabilities as a business. This will be the ultimate reference source, guaranteed to be bedside reading for anyone serious about using streaming media. Entertainment Industry Economics Harold L. Vogel 2014-12-31 Fully updated, this ninth edition remains the definitive source on the economics of entertainment in the United States and overseas. *Tim Cook* Leander Kahney 2019-07-04 Een inspirerend portret van de man die Apple opnieuw uitvond Toen Tim Cook in 2011 aantrad als nieuwe bestuursvoorzitter van Apple, stond hem een loodzware taak te wachten. Een van de grootste, meest innovatieve bedrijven ter wereld had zojuist zijn briljante leider

verloren. Steve Jobs en Apple hadden een iconische status verworven en nu hij er niet meer was voorspelden critici een desastreuse toekomst. Maar zij hadden het mis. We zijn acht jaar verder en onder Cooks leiderschap heeft Apple alle verwachtingen overtroffen en is de verwachte ondergang overgegaan in een zelfs nog grotere groei. Onder zijn leiding bleef de kern van de succesformule bijeen en vond er tegelijkertijd een culturele revolutie plaats, waarbij harmonieuze samenwerking centraal kwam te staan. De successen van Cook zijn ondertussen gegroeid tot ongekeende hoogte, en toch blijft zijn genie voor velen een mysterie. In deze biografie vertelt Leander Kahney het verhaal van de stille kracht achter Apple op meesterlijke wijze; van het overlijden van zijn illustere voorganger tot de beginfase van een naderend derde bedrijf voor Apple: de

toetreding tot nieuwe, onbekende markten. Leander Kahney is de auteur van Jony Ive, Inside Steve's Brain en Cult of Mac, en volgt al meer dan 10 jaar het bedrijf Apple. Hij was redacteur bij Wired.com en is op dit moment redacteur bij CultofMac.com.

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.

Netflixed Gina Keating
2013-09-24 The inside story of Netflix's incredible rise and uncertain future as master of the video universe Netflix has come a long way since 1997, when Marc Randolph and Reed Hastings decided to start an online DVD store before most people owned a DVD player. Yet its long-term success—or even survival—is still far from guaranteed.

Journalist Gina Keating recounts the 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 videostore 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. Drawing on extensive interviews and her years covering

Netflix as a reporter, Keating makes this tale as absorbing as it is important.

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.

Politics and Film Daniel P. Franklin 2016-07-18

Politics and Film examines popular movies and television shows as indicators of social and political trends to explore the political culture of the United States. Updated to include the popular and controversial movies and shows American Sniper, House of Cards, Orange Is the New Black, and Twelve Years a Slave, the second edition investigates popular conceptions of government, the military, intelligence and terrorism, punishment and policing, and recognizes mistakes or dark times in our shared history.

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.

A Decade of Disruption Garrett Peck 2020-06-02

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.

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.

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.

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?
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 [The Art of Business Wars](#) David Brown 2021-04-15 "A ROLLICKING READ ABOUT THE CORPORATE WORLD'S GREATEST RIVALRIES." ADAM GRANT, New York Times bestselling author of *Think Again* and *Originals*, and host of the TED podcast *WorkLife* Based on the chart-topping *BUSINESS WARS* podcast, here are the stories and lessons from history's greatest business rivalries - retold as you've never heard them before. Some of the companies here have been featured on

the podcast, many are entirely new, and ALL of the material presents a fresh perspective, with each chapter thematically inspired by a chapter of Sun Tzu's classic, The Art of War. From the pocket showdown of iPhone vs Blackberry to the epic stand-off of Beats vs Monster, The Art of Business Wars goes deep into the business trenches to explore the stories behind the stories. In this gripping study of triumph and disaster, you'll discover the real-life love spat between the co-founders of Tinder which led to the creation of its competitor Bumble, the battle of the fast fashion giants H&M and Zara where speed is everything, how Wrigley almost bit off more than it could chew, and Nintendo leveled up in America. With these and many more tales from business battlefields all over the world The Art of Business Wars reveals the strategies, positioning, dirty tricks, and eye for

exploiting vulnerabilities, that make the difference between success and failure. David Brown, host of the hit podcast Business Wars, masterfully frames some of the biggest business rivalries in history using the wisdom and pragmatic advice of revered Chinese military strategist Sun Tzu. Each battle Brown examines tells a story of contending wits, strategies, and resources. He chronicles the rise of companies as they formulate innovative plans, vanquish foes, and adapt to shifting societal needs. The goal: stay ahead of the competition and emerge victorious as an industry titan. Compiling powerful insights uncovered over hundreds of episodes and more than a year of in-depth research, Brown offers an extraordinary formula for victory woven into a series of gripping, real-life tales straight from the business trenches. The stories in The Art of

Business Wars are fascinating, but the lessons we draw from them - about determination, ingenuity, patience, grit, subtlety, and other key traits that contribute to a victorious enterprise - are invaluable, whether you're a software-slitting freelancer or the CEO of a multinational corporation.

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.

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. **No rules rules** Reed Hastings 2020-08-27 *Netflix-CEO Reed Hastings over de Netflixcultuur en zijn sleutel tot succes 'Hastings en Meyer*

loodsen je langs een stappenplan om je bedrijf net zo innovatief te maken als de wereldwijde streamingdienst met 182 miljoen betalende abonnees.' •••• NRC Er is nooit eerder een bedrijf geweest als Netflix. Het zette de entertainmentindustrie radicaal op zijn kop, met jaarlijkse inkomsten van miljarden dollars en honderden miljoenen abonnees in meer dan 190 landen. Maar om zulke hoogtes te bereiken moest Netflix zichzelf constant opnieuw uitvinden. Dit lukte dankzij de baanbrekende bedrijfscultuur van CEO Reed Hastings. Netflix creëerde nieuwe bedrijfswaarden, waarbij de mensen centraal kwamen te staan en innovatie belangrijker was dan efficiëntie. Bij Netflix hanteren ze geen vakantiedagen of onkostenbeleid. Ze kijken niet naar hoe hard je werkt, maar naar wat je oplevert. En bij Netflix probeer je niet je baas te pleasen maar geef je ook je

leidinggeevenden de feedback die nodig is om het bedrijf vooruit te helpen. Voor de allereerste keer doet Reed Hastings nu een boekje open. Samen met professor aan INSEAD Business School Erin Meyer, duikt hij dieper in de spraakmakende bedrijfscultuur die medeverantwoordelijk is voor het succes. Op basis van honderden interviews met (oud-)Netflix-medewerkers en nooit eerder vertelde verhalen over Hastings' eigen successen én fouten, onthult No rules rules de fascinerende filosofie achter de unieke Netflix-cultuur. 'De inzichten in dit boek zijn van onschatbare waarde voor iedereen die probeert een organisatiecultuur te creëren.' - Satya Nadella, CEO Microsoft 'De belangrijkste bedrijfsvraag van onze tijd is "hoe blijf je innoveren?" In dit baanbrekende boek geven Reed Hastings en Erin Meyer daarop een antwoord. Ze beschrijven een bewezen,

systematische methode voor het bouwen, onderhouden en versterken van een zeer innovatieve internationale cultuur.'

- Ben Horowitz, Amerikaans zakenman en investeerder
Business Model Innovation Strategy
Raphael Amit 2020-09-08

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.

Cell 77 Aslan Demir
2020-09-01 Sharing the same prison cell crammed with teachers, doctors, and mothers with babies, a Kurdish female journalist conveys the story of persecution under an authoritarian regime in present-day Turkey. It is not only Kurds, the Orphan Nation of Mesopotamia, she finds out, but all who think differently than the government are made to pay a high price with their lives either behind bars or at risk among the waves of the Mediterranean.

Business Acumen for Strategic Communicators

Matthew W. Ragas
2021-03-01 Business acumen has emerged as a critical competency for communicators. But if you're a public relations, advertising or communication professional that didn't go to business school, how can you make sure you have the abilities and skills to evolve

along with your role?
Business Acumen for
Strategic Communicators
is the book for you.

**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.

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

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.

How the Internet Happened: From Netscape

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storylinedesign.be on
August 11, 2022 by guest

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.

Streaming, Sharing, Stealing Michael D. Smith 2017-08-25 How big data is transforming the creative industries, and how those industries can use lessons from Netflix, Amazon, and Apple to fight back. "[The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed." -The Wall Street Journal "Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires." -Financial

Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries—and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music.

We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little "moneyball." The bottom line: follow the data. *The 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.

A Companion to Latin American Literature and Culture

Sara Castro-Klaren 2022-06-01
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. *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.

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.

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.

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

Becoming a Strategic

Leader Richard L. Hughes

2013-12-09 In the second

edition of the best-

selling *Becoming a*

Strategic Leader,

Richard L. Hughes,

Katherine Colarelli

Beatty, and David L.

Dinwoodie draw from the

Center for Creative

Leadership's (CCL)

acclaimed *Leading*

Strategically program to

offer executives and

managers a comprehensive

approach to strategic

leadership that reaches

leaders at all levels of

organizations. This

thoroughly revised

edition concentrates on

practical tools for

producing impact right

away. The authors place

special emphasis on

three essential

strategic components:

discovering and

prioritizing strategic

drivers, which determine

sustainability and

competitiveness;

leadership strategy,

which ignites the connections between people critical to enacting the business strategy; and how to foster the individual and organizational learning that is foundational to sustained performance. The authors and other leadership development professionals have used the distinctive and systematic approach described in this book with great success in CCL's Leading Strategically program. The second edition also contains improved self-assessments that help to align the book's lessons learned with the program's current practices. Readers will find fresh suggestions about developing the individual, team, and organizational skills needed for institutions to become more adaptable, flexible, and resilient. These are critical strategic attributes in a time of ever more rapid change, greater uncertainty, and globalization.

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.

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.

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 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 Future of Live Karin van Es 2017-05-23 Liveness is a persistent and much-debated concept in media studies. Until

recently, it was associated primarily with broadcast media, and television in particular. However, the emergence of social media has brought new forms of liveness into effect. These forms challenge common assumptions about and perspectives on liveness, provoking a revisiting of the concept. In this book, Karin van Es develops a comprehensive understanding of liveness today, and clarifies the stakes surrounding the category of the live. She argues that liveness is the product of a dynamic interaction between media institutions, technologies and users. In doing so, she challenges earlier conceptions of the notion, which tended to focus on either one of these contributors to its construction. By analyzing the live in four different cases - a live streaming platform, an online music collaboration website, an example of social TV,

and a social networking site - van Es explores the operation of the category and pinpoints the conditions under which it comes into being. The analysis is the starting point for a broader reflection on the relation between broadcast and social media.

Risk General Stanley McChrystal 2021-10-07
'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 *The All-Consuming Nation* Mark H. Lytle 2021 "In some ways, *The All-Consuming Nation* is an autobiography of the babyboom generation since it highlights the consumer culture and rising environmental consciousness that has been central to that generation's lived experience. That should appeal to a wide audience of regular readers. Those who are sensitive to such current issues as wealth inequality, climate change, and the environmental consequences of mass consumerism will also find the book as a way to see how we reached our contemporary crisis points and possible ways to curb current excesses. The book alternates chapters on the evolving consumer economy with chapters on environmental critiques of mass consumerism. It considers the technologies that have fuelled consumption,

strategies such as
planned obsolescence
that sustain
consumption, and the
shift in retailing from
brick and mortar to on-
line shopping.
Environmental critics
have viewed every shift
in patterns of

increasing consumption
as ultimately
unsustainable. Finally,
the book should serve as
text for post World War
II surveys in American
History, Environmental
History, as well as
business and marketing
courses"--