

Netflixed The Epic Battle For Americas Eyeballs

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Netflixed: The Epic Battle for America's Eyeballs: Amazon ...

Netflixed focuses almost exclusively on the battle between Netflix and Blockbuster for online rental, and almost not at all on the rise of livestreaming, which is a shame, but still quite a good read on the final years of an industry once booming. Read more. 2 people found this helpful.

Netflixed: The Epic Battle for America's Eyeballs eBook ...

Book # 12 Netflixed: The Epic Battle for America ' s Eyeballs could as well have been renamed as Netflix vs Blockbuster: David vs Goliath (with occasional guest appearances by Walmart and Amazon). The book is an engrossing read and quite fast paced at that to the point of being a thriller.

Netflixed: The Epic Battle for America's Eyeballs by Gina ...

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Book Summary In Netflixed, Gina Keating traces Netflix's rise throughout a decade-long war against Blockbuster. Keating analyzes its polarizing founders while evaluating how the company has become...

Netflixed : NPR

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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. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent ...

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Netflixed: The Epic Battle for America's Eyeballs. Netflixed. : Gina Keating, Penguin Publishing Group, 2013 - Business & Economics - 292 pages. 1 Review. This book relates the history of Netflix...

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Netflixed: The Epic Battle for America's Eyeballs | Traces Netflix's rise throughout a decade-long war against Blockbuster, analyzing the polarizing characters attributed to its founders while evaluating how the company has become subject to competition and marketing tactics by cable companies and telecoms.

Netflixed: The Epic Battle for America's Eyeballs ADLE ...

Netflixed: The Epic Battle for America ' s Eyeballs Gina Keating. Shop Now. The financials were there in black and white for all to see: reliable, triple-digit growth in a mature industry where single-digit revenue increases were the norm; the devoted subscribers; the growing market share.

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.

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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.

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 - or what happens when you try - 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 some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, That Will Never Work is not only the ultimate follow-your-dreams parable but also one of the most dramatic and insightful entrepreneurial stories of our time. "Marc wastes no time cutting through the noise and identifying the truth. Every moment I have spent with Marc, whether it was as he formulated and launched Netflix or since then, has been truly rewarding. Marc 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 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 fresh approach to designing and managing channels for the long term, this book helps firms expand value for their customers and partners while buttressing their own bottom line."--Jacket.

" An intense, immersive deep dive into a wild, dangerous, and unknown world, written with the pace and appeal of a great thriller. This is nonfiction at its very best. " —Lee Child The true story of two doomed ships and a daring search-and-rescue operation that shines a light on the elite Coast Guard swimmers trained for the most dangerous ocean missions In late September 2015, Hurricane Joaquin swept past the Bahamas and swallowed a pair of cargo vessels in its destructive path: El Faro, a 790-foot American behemoth with a crew of thirty-three, and the Minouche, a 230-foot freighter with a dozen sailors aboard. From the parallel stories of these ships and their final journeys, Tristram Kortzen weaves a remarkable tale of two veteran sea captains from very different worlds, the harrowing ordeals of their desperate crews, and the Coast Guard ' s extraordinary battle against a storm that defied prediction. When the Coast Guard received word from Captain Renelo Geleru that the Minouche was taking on water on the night of October 1, the servicemen on duty helicoptered through Joaquin to the sinking ship. Rescue swimmer Ben Cournia dropped into the sea—in the middle of a raging tropical cyclone, in the dark—and churned through the monstrous swells, loading survivors into a rescue basket dangling from the helicopter as its pilot struggled against the tempest. With pulsating narrative skill in the tradition of Sebastian Junger and Jon Krakauer, Kortzen recounts the heroic efforts by Cournia and his fellow guardsmen to haul the Minouche ' s crew to safety. Tragically, things would not go as well for Captain Michael Davidson and El Faro. Despite exhaustive searching by her would-be rescuers, the loss of the vessel became the largest U.S. maritime disaster in decades. As Kortzen narrates the ships ' fates, with insights drawn from insider access to crew members, Coast Guard teams, and their families, he delivers a moving and propulsive story of men in peril, the international brotherhood of mariners, and the breathtaking power of nature. Praise for Into the Storm " The story [Tristram] Kortzen tells is impressively multifaceted, exploring everything from timely issues such as climate change to timeless themes such as man ' s struggle against the ocean ' s fury. " —Miami New Times " Into the Storm is a triumph of reporting and you-are-there writing that becomes a deeper tale—with more implications about our own lives—with every chapter. " —Robert Kurson, New York Times bestselling author of Shadow Divers

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.

Karen Southwick ' s unauthorized account provides the full story of Larry Ellison ' s brilliant, controversial career. Ellison ' s drive and fierce ambition created Oracle out of the dust and built it into one of America ' s great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one clever strategic move, Larry Ellison threw much of the business software field into play. The saying " It ' s not enough that I succeed, everyone else must fail " has been so often used by or associated with Ellison that most people think it originated with him. It ' s actually attributed to Genghis Khan, but it ' s a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not marauding hordes, but Oracle ' s possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle ' s president for nine years, who was widely credited with bringing order out of the chaos that was Oracle in the early nineties and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers that Oracle was no longer flying by the seat of its pants and had its act together. Ellison ' s mania for absolute control and his inability to coexist with the very lieutenants who bring much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more freewheeling version of capitalism, the kind practiced by the nineteenth-century robber barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and Everyone Else Must Fail raises the question of whether Oracle ' s products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison ' s brilliance and devotion, the book sounds a warning about an ingenious man ' s tendency to be his own company ' s worst enemy.

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