

The Long Tail Why The Future Of Business Is Selling Less Of More

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Makers Chris Anderson 2012-10-02 3D Robotics co-founder and bestselling author Chris Anderson takes you to the front lines of a new industrial revolution as today's entrepreneurs, using open source design and 3-D printing, bring manufacturing to the desktop. In an age of custom-fabricated, do-it-yourself product design and creation, the collective potential of a million garage tinkerers and enthusiasts is about to be unleashed, driving a resurgence of American manufacturing. A generation of "Makers" using the Web's innovation model will help drive the next big wave in the global economy, as the new technologies of digital design and rapid prototyping gives everyone the power to invent—creating "the long tail of things".

The Tail of Timothy Tadpole Jake Southard 2020-10-18 Timothy Tadpole learns that its okay to be different when he doesn't turn into a frog as quickly as his friends. He encounters a dangerous predator and saves his friend, becoming a hero

The Middleman Economy Marina Krakovsky 2016-04-30 With the rise of the Internet, many pundits predicted that middlemen would disappear. But that hasn't happened. Far from killing the middleman, the Internet has generated a thriving new breed. In *The Middleman Economy*, Silicon Valley-based reporter Marina Krakovsky elucidates the six essential roles that middlemen play.

Free Chris Anderson 2009-07-07 The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In *Free*, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, *Free* is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of *Free* for free! Details inside the book.

VC Tom Nicholas 2019-06-03 "In principle, venture capital is where the ordinarily conservative, cynical domain of big money touches dreamy, long-shot enterprise. In practice, it has become the distinguishing big-business engine of our time...[A] first-rate history." —New Yorker "An excellent and original economic history of venture capital." —Tyler Cowen, *Marginal Revolution* "It is an article of faith that ready access to venture capital makes an economy more dynamic. Nicholas frames the case historically." —Wall Street Journal "A detailed, fact-filled account of America's most celebrated moneymen." —New Republic VC tells the riveting story of how the venture capital industry arose from America's longstanding identification with entrepreneurship and risk-taking. Whether the venture is a whaling voyage setting sail from New Bedford (as in VC's infancy) or the latest Silicon Valley startup, VC is a state of mind as much as a way of doing business, exemplified by an appetite for seeking extreme financial rewards, a tolerance for failure and experimentation, and a faith in the promise of innovation to generate new wealth. Tom Nicholas's authoritative history takes us on a roller coaster of entrepreneurial successes and setbacks. It describes how iconic firms like Kleiner Perkins and Sequoia invested in Genentech and Apple as it tells the larger story of VC's birth and evolution, revealing along the way why it is such a quintessentially American institution—one that has proven difficult to recreate elsewhere.

Pinocchio, the Tale of a Puppet Carlo Collodi 2011-02 Pinocchio, The Tale of a Puppet follows the adventures of a talking wooden puppet whose nose grew longer whenever he told a lie and who wanted more than anything else to become a real boy. As carpenter Master Antonio begins to carve a block of pinewood into a leg for his table the log shouts out, "Don't strike me too hard!" Frightened by the talking log, Master Cherry does not know what to do until his neighbor Geppetto drops by looking for a piece of wood to build a marionette. Antonio gives the block to Geppetto. And thus begins the life of Pinocchio, the puppet that turns into a boy. Pinocchio, The Tale of a Puppet is a novel for children by Carlo Collodi is about the mischievous adventures of Pinocchio, an animated marionette, and his poor father and woodcarver Geppetto. It is considered a classic of children's literature and has spawned many derivative works of art. But this is not the story we've seen in film but the original version full of harrowing adventures faced by Pinocchio. It includes 40 illustrations.

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 Long Tail of Trauma Elizabeth Wilcox 2020-11-11 This is a story of mothers. This is a story of daughters. This is a story of the trauma we carry and the trauma we tend to. So begins this multigenerational memoir that explores the author's maternal history of repeated trauma, separation, adverse childhood experiences (ACES) and their impact on mental health. Set against a twenty-year dialogue with her mother Barbara who suffers from long undiagnosed PTSD, author Elizabeth Wilcox opens her maternal history with the birth of her illegitimate grandmother Violet to a German house servant outside London in 1904. With her mother's encouragement, Wilcox goes on to trace the lives of Violet and her mother Barbara, both of whom are deeply impacted by maternal separation and the complex trauma they have endured because of war. Through a dual timeline that is both present day and historic, Wilcox weaves together the documented and imagined voices of the women who precede her. Through her mother Barbara who has successfully raised seven children despite her difficult past, Wilcox also shows what it means to parent with intention, forgiveness and unconditional love.

Long Tail Kitty Lark Pien 2009 Long Tail Kitty shows his house, street, neighborhood, and the town where he lives.

Secrets of Great Rainmakers Jeffrey J. Fox 2006-03-01 In *Secrets of Great Rainmakers*, you'll learn how to outsmart the competition and set yourself apart from the pack. In over 50 interviews with industry leaders from a wide variety of fields, bestselling author Jeffrey J. Fox will share the proven techniques and hard-won wisdom that have helped great rainmakers get ahead, along with his trademark brand of counterintuitive insight and commentary that have made his books so popular.

Masters of Scale Reid Hoffman 2021-09-07 What can you learn from a Silicon Valley legend and a pantheon of iconic leaders? The key to scaling a successful business isn't talent, network, or strategy. It's an entrepreneurial mindset—and that mindset can be cultivated. "If you're scaling a company—or if you just love a well-told story—this is a book to savor." —Robert Iger, #1 New York Times bestselling author of *The Ride of a Lifetime* Behind the scenes in Silicon Valley, Reid Hoffman (founder of LinkedIn, investor at Greylock) is a sought-after adviser to heads of companies and heads of state. On each episode of his podcast, *Masters of Scale*, he sits down with a guest from an all-star list of visionary founders and leaders, digging into the surprising strategies that power their company's growth. In this book, he draws on their most riveting, revealing stories—as well as his own experience as a founder and investor—to distill the secrets behind the most extraordinary success stories of our times. Here, Hoffman teams up with *Masters of Scale*'s executive producers to offer a rare window into the entrepreneurial mind, sharing hard-won wisdom from leaders of iconic companies (including Apple, Nike, Netflix, Spotify, Starbucks, Google, Instagram, and Microsoft) as well as the bold, disruptive startups (such as 23andMe, TaskRabbit, Black List, and Walker & Co.) that are solving the problems of the twenty-first century. Through vivid storytelling and incisive analysis, *Masters of Scale* distills their collective insights into a set of counterintuitive principles that anyone can use. How do you find a winning idea and turn it into a scalable venture? What can you learn from a "squirmy no"? When should you stop listening to your customers? Which fires should you put out right away, and which should you let burn? And can you really make money while making the world a better place? (Answer: Yes. But you have to keep your profits and values aligned.) Based on more than a hundred interviews and including a wealth of new material never aired on the podcast, this unique insider's guide will inspire you to reimagine how you do business today.

SUMMARY - The Long Tail: Why The Future Of Business Is Selling Less Of More By Chris Anderson Shortcut Edition 2021-06-06 * Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will learn about the Long Tail economy and the opportunity it represents for business strategies today. You will also learn : how the Long Tail market has progressively imposed itself in front of the best-seller market; how this economic vision is redefining the way traditional sectors make profit; what is the current role of the Long Tail in valuing niche markets and promoting their diversity. With the Long Tail, Chris Anderson takes up a statistical concept. Contrary to the so-called "best-sellers", the tail represents the end of the sales curve, in other words, low sales. Long favoured by companies for a long time, the hits of head are still perceived as more remunerative than the products of tail, which are assimilated to window articles or missed best-sellers. However, the Tail is getting longer with the digital age, counting more and more products, representing more and more purchases, niches and micro-revenues which, once aggregated, produce a decisive capital. A product with modest sales rates can simply no longer be considered unsold. For ten years now, the Long Tail has been shaking up sales practices, the structure of the offer and the relationship with the consumer. Thanks to online commerce, it responds to every request, however punctual and anecdotal it may be. No item and no potential customer is now excluded from this large-scale economy. *Buy now the summary of this book for the modest price of a cup of coffee!

The Long Tail Chris Anderson 2010-11-30 What happens when there is almost unlimited choice? When everything becomes available to everyone? And when the combined value of the millions of items that only sell in small quantities equals or even exceeds the value of a handful of best-sellers? In this ground-breaking book, Chris Anderson shows that the future of business does not lie in hits - the high-volume end of a traditional demand curve - but in what used to be regarded as misses - the endlessly long tail of that same curve. As our world is transformed by the Internet and the near infinite choice it offers consumers, so traditional business models are being overturned and new truths revealed about what consumers want and how they want to get it. Chris Anderson first explored the Long Tail in an article in *Wired* magazine that has become one of the most influential business essays of our time. Now, in this eagerly anticipated book, he takes a closer look at the new economics of the Internet age, showing where business is going and exploring the huge opportunities that exist: for new producers, new e-tailers, and new tastemakers. He demonstrates how long tail economics apply to industries ranging from the toy business to advertising to kitchen appliances. He sets down the rules for operating in a long tail economy. And he provides a glimpse of a future that's already here.

Obviously Awesome April Dunford 2019-05-14 You know your product is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

Summary: The Long Tail BusinessNews Publishing 2013-02-15 The must-read summary of Chris Anderson's book: "The Long Tail: Why the Future of Business is Selling Less of More". This complete summary of the ideas from Chris Anderson's book "The Long Tail" shows how the world of business is changing and commercial success in the 21st century will rely on multiple-niche marketing. The author explains that it is now better and more profitable to sell a few units in many niche markets than to try and sell a million units in one mass market. By reading about this new strategic thinking used by some of the top companies in the world, you can start paving the way for the future success of your business. Added-value of this summary: • Save time • Understand key concepts • Increase your business knowledge To learn more, read "The Long Tail" and find out how your business can become more profitable by selling less of more.

The Long Tail Chris Anderson 2006-07-11 What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

Dealing with Darwin Geoffrey A. Moore 2005 MOORE/DEALING WITH DARWIN

Blockbusters Anita Elberse 2013-10-15 Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL—along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse, Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories emerging from Elberse's unprecedented access to some of the world's most successful entertainment brands, *Blockbusters* is destined to become required reading for anyone seeking to understand how the entertainment industry really works—and how to navigate today's high-stakes business world at large.

Free Chris Anderson 2010-04-20 "Chris Anderson's *Free* unpacks a paradox of the online marketplace—people making money charging nothing. What was once just a marketing gimmick has morphed into the basis of a trillion-dollar economy." --Newsweek "Anderson's timing couldn't be better. *Free* arrives as whole swaths of the economy are having to contend with consumers finding ways--some illegal, many not--to go *Free*." --Boston Sunday Globe "I'd put Anderson and his work on par with Malcolm Gladwell and Clayton M. Christensen as one of the more important pieces of business philosophy published in the emerging global, digital era." --Alan T. Saracevic, San Francisco Chronicle The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In *Free*, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, *Free* is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of *Free* for free! Details inside the book.

The Pursuit of Wow! Tom Peters 2010-09-22 Organized into more than 200 thought- and action-provoking elements—from the importance of clean trucks and bathrooms to conversations with entrepreneurs creating new markets—Tom Peters, bestselling management guru offers a practical guide to impractical times. In *The Pursuit of Wow!*, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, *In Search of Excellence* changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then leap again—catapult their imaginations, blow their mindsets—in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person.

Revelation 1999-01-01 The final book of the Bible, Revelation prophesies the ultimate judgement of mankind in a series of allegorical visions, grisly images and numerological predictions. According to these, empires will fall, the "Beast" will be destroyed and Christ will rule a new Jerusalem. With an introduction by Will Self.

The Song of Achilles Madeline Miller 2012-04-12 SHORTLISTED FOR THE ORANGE PRIZE FOR FICTION 2012 Greece in the age of heroes. Patroclus, an awkward young prince, has been exiled to the court of King Peleus and his perfect son Achilles. Despite their differences, Achilles befriends the shamed prince, and as they grow into young men skilled in the arts of war and medicine, their bond blossoms into something deeper - despite the displeasure of Achilles's mother Thetis, a cruel sea goddess. But when word comes that Helen of Sparta has been kidnapped, Achilles must go to war in distant Troy and fulfill his destiny. Torn between love and fear for his friend, Patroclus goes

with him, little knowing that the years that follow will test everything they hold dear.

Unscaled Hemant Taneja 2018-03-27 Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society--the economies of scale--on its head. An innovative trend combining technology with economics is unraveling behemoth industries--including corporations, banks, farms, media conglomerates, energy systems, governments, and schools--that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant organizations. In Unscaled, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address. The Long Tail from SmarterComics Chris Anderson 2011 Graphic novel adaptation of Chris Anderson's "The Long Tail : Why the Future of Business is Selling Less of More". "Shows how the future of commerce and culture isn't in the high-volume head of a traditional demand curve, but in what used to be regarded as misses--the endlessly long tail of that same curve."--Publisher.

Edge Strategy Alan Lewis 2015-12-29 Are you missing opportunities for growth that are right in front of you? In today's volatile economic environment, filled with uncertainty and sudden change, the forces pushing you to stay focused on the core business are extremely powerful. Profiting from the core is crucial, but the danger is that overfocus on the core can blind companies. Scanning the horizon for new markets and new products can also be tempting, but risky. Fixating too much on either strategy can cause you to miss the substantial opportunities for growth that are often hidden in plain sight, at the edge of the core business. In this insightful yet practical book, strategy experts Alan Lewis and Dan McKone articulate a mindset that helps leaders recognize and capitalize on these opportunities. The Edge Strategy framework challenges how the boundaries of your existing products and services map to your customers' views of the world and then provides three different lenses through which you can see and leverage value: • Product edge. How to capture incremental profits and other benefits by slightly altering the elements and composition of a core offering • Journey edge. How to create and capture extra value by adjusting your role in supporting the customer's journey to and through your offering • Enterprise edge. How to unlock additional value from resources and capabilities that support your core offering by applying them in a different context, for a different offering or different set of customers With engaging examples across many industries, Lewis and McKone coach you on how to identify and assess each of the different "edges" and then provide concrete insights and advice on applying edge strategy and tactics to use in specific business contexts. The book concludes with a ten-step process to help executives and managers find and leverage the edges in their own companies. Edge Strategy is the concise, hands-on guide for growing your business by getting more yield from assets already in place, relationships already established, and investments already made.

The Long Tail of Tourism Alexis Papathanassis 2011-04-23 The 'long tail' of holiday offerings implies dramatic shifts in the sector's concentration levels and its competitive dynamics. In order to examine the applicability and validity of this scenario, a number of key holiday niches are examined in terms of their demand development, supplier landscapes, operational challenges and future potential.

The Curve Nicholas Lovell 2014-05-01 The Curve is a new way of doing business and of seeing the world. In the digital age everyone struggles to answer one question- how do I get people to pay when so much is free? The answer is The Curve. Whatever business or creative field you are in, Nicholas Lovell's startling book encourages you to embrace giving some things away for free. By stimulating interest and cultivating communities, you'll build relationships with your audience and your fans, who'll want more of what they love. With stories ranging from musicians and artists to gaming and flour companies, from Kickstarter to Angry Birds, The Curve shows how to connect with people - and make them happy to pay up for the very best you can offer. 'A neatly forged, comprehensive model any business can lucratively exploit.' Observer 'How do you make money when cyberspace is heaving with freeloaders who expect to get their news, games, software and music free? Nicholas Lovell offers a new business orthodoxy- he reckons the key to online commerce is a curve.' Sunday Times Books of the Year

How to Become a Marketing Superstar Jeffrey J. Fox 2003-05-21 With more than 600,000 books in print, nationally bestselling author Jeffrey Fox is back to 'outfox the competition'--this time with counterintuitive advice on how to become a marketing genius in his four previous bestselling business books, Jeffrey Fox has helped readers land great jobs and rise to the top of their professions. Now he turns his contrarian eye to marketing through brand building and innovation. Fox's advice is delivered in snappy, to-the-point chapters that zero in on his creative--and often counterintuitive--advice and features such as unforgettable fundamentals as: Make a big splash, instead of a lot of little ripples Always have a pipeline to the president Own a market, not a mill The long and short definitions of marketing There are also provocative 'Instant Marketing Superstar' challenges throughout the book, offering the reader a chance to solve real business problems. In a time of corporate budget cuts, it's more important than ever for all employees to be creative marketers. How to Become a Marketing Superstar is certain to find a place on the shelves of anyone who wants to increase sales in a competitive marketplace.

Introduction to Digital Economics Harald Øverby 2021-08-12 Innovations and developments in technology have laid the foundations for an economy based on digital goods and services--the digital economy. This book invites students and practitioners, to take an in-depth look at the impact that technological innovations such as social media, cryptocurrencies, crowdsourcing, and even online gaming is having on today's business landscape. Learn about the various business models available for the digital economy, including the business models used by Bitcoin, Spotify, Wikipedia, World of Warcraft, Facebook, and Airbnb. This book details the evolution of contemporary economics within the digital stratosphere and highlights the complex ecosystem that makes up the field of digital economics. The foundational text with case studies is also peppered with anecdotes on the various technological innovations which have shaped markets throughout history. The authors provide several models and tools that are essential for analysis, as well as activities that will allow the reader to reflect, analyze, and apply the knowledge and tools presented in each chapter. Introduction to Digital Economics is a definitive guide to the complexities and nuances of this burgeoning and fascinating field of study.

Dragon's Egg Robert L. Forward 2011-02-16 "In science fiction there is only a handful of books that stretch the mind--and this is one of them."--Arthur C. Clarke In a moving story of sacrifice and triumph, human scientists establish a relationship with intelligent lifeforms--the cheela--living on Dragon's Egg, a neutron star where one Earth hour is equivalent to hundreds of their years. The cheela culturally evolve from savagery to the discovery of science, and for a brief time, men are their diligent teachers. Praise for Dragon's Egg "Bob Forward writes in the tradition of Hal Clement's Mission of Gravity and carries it a giant step (how else?) forward."--Isaac Asimov "Dragon's Egg is superb. I couldn't have written it; it required too much real physics."--Larry Niven "This is one for the real science-fiction fan."--Frank Herbert "Robert L. Forward tells a good story and asks a profound question. If we run into a race of creatures who live a hundred years while we live an hour, what can they say to us or we to them?"--Freeman J. Dyson "Forward has impeccable scientific credentials, and . . . big, original, speculative ideas."--The Washington Post Global Media Studies Marwan Kraidy 2004-02-24 Global Media Studies explores the theoretical and methodological threats that are defining global media studies as a discipline. Emphasizing the connection of globalisation to local culture, this collection considers the diversity of modes of reception, reception contexts, uses of media content, and the performative and creative relationships that audiences develop with and through the media. Through ethnographic case studies from Brazil, Denmark, the UK, Japan, Lebanon, Mexico, South Africa, Turkey and the United States, the contributors address such questions as: what links media consumption to a lived global culture; what role cultural tradition plays globally in confronting transnational power; how global elements of mediated messages acquire class; and regional and local characteristics.

The Little Book of Big Decision Models Jim McGrath 2015-11-16 Leaders and Managers want quick answers, quick ways to reach solutions, ways and means to access knowledge that won't eat into their precious time and quick ideas that deliver a big result. The Little Book of Big Decision Models cuts through all the noise and gives managers access to the very best decision-making models that they need to keep things moving forward. Every model is quick and easy to read and delivers the essential information and know-how quickly, efficiently and memorably.

The Long Tail 2010

The Long Tail Theory for Business 50MINUTES, 2015-09-02 Find your niche and future-proof your business! This book is a practical and accessible guide to understanding and implementing the long tail theory, providing you with the essential information and saving time. In 50 minutes you will be able to: • Understand the uses of the long tail theory in the digital product market and how you can use it to sell products and for search engine optimization • Identify the products in your portfolio that make up the 'head' and 'tail' sections of the long tail theory and use these findings to form your strategy • Learn about how you can increase future profitability using Chris Anderson's strategy of "selling less of more" ABOUT 50MINUTES.COM | Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

The Long Tail Theory for Business 50MINUTES, 2015-09-02 Find your niche and future-proof your business! This book is a practical and accessible guide to understanding and implementing the long tail theory, providing you with the essential information and saving time. In 50 minutes you will be able to: • Understand the uses of the long tail theory in the digital product market and how you can use it to sell products and for search engine optimization • Identify the products in your portfolio that make up the 'head' and 'tail' sections of the long tail theory and use these findings to form your strategy • Learn about how you can increase future profitability using Chris Anderson's strategy of "selling less of more" ABOUT 50MINUTES.COM | Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

Reinventing Discovery Michael Nielsen 2020-04-07 "Reinventing Discovery argues that we are in the early days of the most dramatic change in how science is done in more than 300 years. This change is being driven by new online tools, which are transforming and radically accelerating scientific discovery"--

Long Tail, The, Revised and Updated Edition Chris Anderson 2008-07-08 The New York Times bestseller that introduced the business world to a future that's already here--now in paperback with a new chapter about Long Tail Marketing and a new epilogue. Winner of the Gerald Loeb Award for Best Business Book of the Year In the most important business book since The Tipping Point, Chris Anderson shows how the future of commerce and culture isn't in hits, the high-volume head of a traditional demand curve, but in what used to be regarded as misses--the endlessly long tail of that same curve. "It belongs on the shelf between The Tipping Point and Freakonomics." --Reed Hastings, CEO, Netflix "Anderson's insights . . . continue to influence Google's strategic thinking in a profound way." --Eric Schmidt, CEO, Google "Anyone who cares about media . . . must read this book." --Rob Glaser, CEO, RealNetworks

The Power Law Sebastian Mallaby 2022-02-01 "A gripping fly-on-the-wall story of the rise of this unique and important industry based on extensive interviews with some of the most successful venture capitalists." - Daniel Rasmussen, Wall Street Journal "A must-read for anyone seeking to understand modern-day Silicon Valley and even our economy writ large." -Bethany McLean, The Washington Post "A rare and unsettling look inside a subculture of unparalleled influence." --Jane Mayer "A classic...A book of exceptional reporting, analysis and storytelling." --Charles Duigg from the New York Times bestselling author of More Money Than God comes the astonishingly frank and intimate story of Silicon Valley's dominant venture-capital firms--and how their strategies and fates have shaped the path of innovation and the global economy Innovations rarely come from "experts." Elon Musk was not an "electric car person" before he started Tesla. When it comes to improbable innovations, a legendary tech VC told Sebastian Mallaby, the future cannot be predicted, it can only be discovered. It is the nature of the venture-capital game that most attempts at discovery fail, but a very few succeed at such a scale that they more than make up for everything else. That extreme ratio of success and failure is the power law that drives the VC business, all of Silicon Valley, the wider tech sector, and, by extension, the world. In The Power Law, Sebastian Mallaby has parlayed unprecedented access to the most celebrated venture capitalists of all time--the key figures at Sequoia, Kleiner Perkins, Accel, Benchmark, and Andreessen Horowitz, as well as Chinese partnerships such as Qiming and Capital Today--into a riveting blend of storytelling and analysis that unfurls the history of tech incubation, in the Valley and ultimately worldwide. We learn the unvarnished truth, often for the first time, about some of the most iconic triumphs and infamous disasters in Valley history, from the comedy of errors at the birth of Apple to the avalanche of venture money that fostered hubris at WeWork and Uber. VCs' relentless search for grand slams brews an obsession with the ideal of the lone entrepreneur-genius, and companies seen as potential "unicorns" are given intoxicating amounts of power, with sometimes disastrous results. On a more systemic level, the need to make outsized bets on unproven talent reinforces bias, with women and minorities still represented at woefully low levels. This does not just have social justice implications: as Mallaby relates, China's homegrown VC sector, having learned at the Valley's feet, is exploding and now has more women VC luminaries than America has ever had. Still, Silicon Valley VC remains the top incubator of business innovation anywhere--it is not where ideas come from so much as where they go to become the products and companies that create the future. By taking us so deeply into the VCs' game, The Power Law helps us think about our own future through their eyes.

ZOOM Mr. Vijay Vaitheeswaran 2007-10-01 "Zoom goes zero to sixty in nothing flat. It's an exciting ride into the future of the world's favorite physical object, the automobile." -Gregg Easterbrook, author of THE PROGRESS PARADOX "Zoom offers a new way to think about cars and energy that's key to understanding the forces shaping business today. It's smart, well-informed and insightful--exactly what one would expect from two of The Economist's best journalists." -Chris Anderson, author of THE LONG TAIL "Zoom puts oil in its sights and squeezes off one telling round after another. Car lovers will see a sunny future with other fuels; OPEC a steadily darkening twilight." -R. James Woolsey, VP, Booz Allen Hamilton; former Director of Central Intelligence "An incisive analysis of the end of the petroleum age, including all its repercussions and opportunities." -Vinod Khosla, Khosla Ventures "Oil is the problem. Cars are the solution." Those two simple sentences by the authors of Zoom define the scope of their illuminating and important book, an examination of a transformation in business and culture that is occurring before our eyes. We are living in the midst of a Great Awakening. People are seeking environmentally-sound alternatives to gas guzzlers. Detroit's reign is over. Oil companies, despite their billion-dollar profits, could be on the brink of extinction if they don't adapt. And citizens, all too aware that these industries have lobbied politicians into gridlock over energy policy, are mobilizing to support leaders who advocate new policies. In Zoom, Iain Carson and Vijay V. Vaitheeswaran, award-winning correspondents for The Economist, show why and how geopolitical and economic forces are compelling the linked industries of oil and autos to change as never before. Drawing on years of industry research--including dozens of interviews with motor and energy executives, top policymakers, and latter-day Fords and Edisons--Carson and Vaitheeswaran explain: -How Toyota became the world's largest automaker through innovation and superior performance. -Why American politicians have, for decades failed to address our energy issues and global warming--and how grassroots movements, along with individual entrepreneurs, innovators, and outsiders, are making real reform possible. -How these Green revolutionaries are creating new products powered by hydrogen, electricity, bio-fuels, and digital technology. As political leaders debate our energy, environmental and economic future, Zoom offers a lucid and visionary portrait of what that future could be. Anyone planning to vote will find compelling truth in its assertions and conclusions.

The Future of Productivity OECD 2015-12-11 This book addresses the rising productivity gap between the global frontier and other firms, and identifies a number of structural impediments constraining business start-ups, knowledge diffusion and resource allocation (such as barriers to up-scaling and relatively high rates of skill mismatch).