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Brief summary Free: How today's smartest businesses profit by giving something for nothing What happens when advances in technology allow many things to be produced for more or less nothing? And what happens when those things are then made available to the consumer for free? In his groundbreaking new book, The Long Tail author Chris Anderson considers a brave new world where the old economic ...

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What happens when advances in technology allow many things to be produced for more or less nothing? And what happens when those things are then made available to the consumer for free? In his groundbreaking new book, The Long Tail author Chris Anderson considers a brave new world where the old economic certainties are being undermined by a growing flood of free goods - newspapers, DVDs, T-shirts, phones, even holiday flights. He explains why this has become possible - why new technologies, particularly the Internet, have caused production and distribution costs in many sectors to plummet to an extent unthinkable even a decade ago. He shows how the flexibility provided by the online world allows producers to trade ever more creatively, offering items for free to make real or perceived gains elsewhere. He pinpoints the winners and the losers in the Free universe. And he demonstrates the ways in which, as an increasing number of things become available for free, our decisions to make use of them will be determined by two resourcs far more valuable than money: the popular reputation of what is on offer and the time we have available for it. In the future, he argues, when we talk of the 'money economy' we will talk of the 'reputation economy' and the 'time economy' in the same breath, and our world will never be the same again.

* 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 discover that making your products or services free of charge can lead your business to success. You will also discover that : web-related technologies have shaped an economy where almost everything is accessible for free; it is possible to use free in thousands of different ways; scarcity and abundance determine our economic behavior; it's easier to go from 5 to 50 million euros than to charge users; free is more efficient when it is coupled with paying, especially with the freemium model; the physical and digital worlds do not obey the same principles of freemium. Every day, you come across free products without even noticing it. From samples distributed in the street to a simple Internet search, free is everywhere. Chris Anderson looks back on the advent of this movement, which is independent of any economic model. He focuses on understanding how a business can make money without charging its consumers. The question now arises: who pays for what? "Free" gives you the keys to adopt a free model, increase your customer database and your revenues. So, ready to bar your prices? Buy now the summary of this book for the modest price of a cup of coffee!

Here's something you may not know about today's Internet. Simply by designing your product the right way, you can build a flourishing business from scratch. No advertising or marketing budget, no need for a sales force, and venture capitalists will flock to throw money at you. Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop"--to use it, you have to spread it. After all, what's the sense of being on Facebook if none of your friends are The result: Never before has there been the potential to create wealth this fast, on this scale, and starting with so little. In this game-changing must-read, Penenberg tells the fascinating story of the entrepreneurs who first harnessed the unprecedented potential of viral loops to create the successful online businesses--some worth billions of dollars--that we have all grown to rely on. The trick is that they created something people really want, so much so that their customers happily spread the word about their product for them. All kinds of businesses--from the smallest start-ups to nonprofit organizations to the biggest multinational corporations--can use the paradigm-busting power of viral loops to enable their business through technology. Viral Loop is a must-read for any entrepreneur or business interested in uncorking viral loops to benefit their bottom line.

From the bold, beloved comic and podcast star Greg Proops comes a "terrifically random appreciation of cultural touchstones" (Publishers Weekly) that is electrifying, thought-provoking, and unrelenting, full of rapid-fire references, historical name-checking, Satchel Paige bon mots, and genuine wisdom. Greg Proops is an internationally renowned comedian, best known for starring on the hit improv-comedy show Whose Line Is It Anyway? and for his popular award-winning podcast, "The Smartest Man in the World," which Rolling Stone called "some of the boldest comedy on the podcasting frontier right now." But Proops is also a fountain of historical knowledge, a wealth of pop culture trivia, and a generally charming know-it-all. The Smartest Book in the World is a rollicking reference guide to the most essential areas of knowledge in Proops' s universe, from history' s juiciest tales and curious backstories to the movies you must see and the albums you must hear. Full of eclectic and humorous knowledge, it is a concentrated collection and comic cultural dictionary of the essential Proops topics including poetry, proper punctuation, and Satchel Paige, all delivered with his signature style, making the full Proops experience complete. So if you' re stuck wondering why Alexander was so Great (well, he did conquer the world), which cinema bombshell would be the best shortstop (Hedy Lamarr, of course), what great work of art would be the best to steal (not that you would), or the finest way to prepare vodka-flavored vodka (add vodka), don' t fret, pumpkin butter--The Smartest Book in the World has what you need right now.

An Investor Advisor Representative who has appeared on CBS and CNN provides a no-nonsense guide to minimize taxes, buy or sell property, manage health care premiums or retire early, explaining how and when to do things to realize financial independence.

Be Like Bill is not only the biggest internet sensation of our time, but he' s also the smartest. He understands what it takes to remain polite and civil in a world where people think it' s ok to post photos of themselves sporting a silly duck face on Instagram, that not using their turn signals while driving is acceptable, and that spending more time on their smartphones than they do with their partners is totally fine. Bill has observed a lot of things about the modern world and through his Facebook page (OfficialBLB) he' s been showing his millions of fans how they might like to reconsider some of their behavior. And now, he' s brought his very best and funniest memes together in this pocket-sized guide to modern life - much of which has never been seen before.

When seventh-grader Jake McQuade mistakes the world's first ingestible knowledge pills for jelly beans, he suddenly knows all about physics and geometry and can speak Swahili (though Spanish would be a lot more useful)--but his sort-of girlfriend Grace thinks they can use his new found brilliance to save their middle school from the new principal, who is conspiring to get it shut down.

Following three teenagers who chose to spend one school year living in Finland, South Korea, and Poland, a literary journalist recounts how attitudes, parenting, and rigorous teaching have revolutionized these countries' education results.

From Eli Whitney to Henry Ford to Ray Kroc to Steve Jobs, market disruptors have reaped the benefits, including fame and fortune. But do you have to be that rare genius whose unique skills can literally change the world? No. Disrupting a market is a discipline that can be learned. Disruption by Design—a handbook for entrepreneurs, CEOs, product developers, innovators, and others who want to build products or create services that systematically disrupt markets—is the first book that shows you how. There is a huge difference between being an "innovator" and being a "disruptive innovator." Disruptors change the basis for competition in markets, and they end up controlling market share—typically 40 to 90% of the total revenue and half or more of the total profits in the categories they create. But while many market opportunities have disruptive potential, only a small fraction of those ever succeed in disrupting markets. And, too often, those that do disrupt do so by accident. It doesn' t have to be that way. Disruption by Design conveys lessons learned from successful disruptors, and from the many companies that should have disrupted but failed. Beginning with a quick review of the theory and key elements of the patterns of disruptive innovations and how to identify ideas with disruptive potential, Disruption by Design guides you through the design, build, and go-to-market phases that successful disruptors follow. Using many examples of disruptive companies and products, this book takes the popular theory of disruptive innovation and drives it down to the level of practical application. It answers the question, "How do I create a disruptive company, product, and culture?" Disruption by Design: " uls Goes beyond describing how disruptive innovation happens, and answers and explains the all-important "why." Provides a "where-to-look" guide for discovering disruptive opportunities. Shows you how to predict when market disruption is likely. Outlines the necessary ingredients and elements of corporate strategy that maximize the probability of being disruptive. Provides a roadmap to disruptive success, from the initial idea through product launch to actual market disruption. Shows how to stay atop the market and not be the next victim of a new disruptor. Includes the Disruption by Design Canvas, for mapping a disruptive business model. Most important, Disruption by Design articulates a step-by-step process for developing a product and marketing strategy—and a business model design—that maximizes the probability of successful market disruption.

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