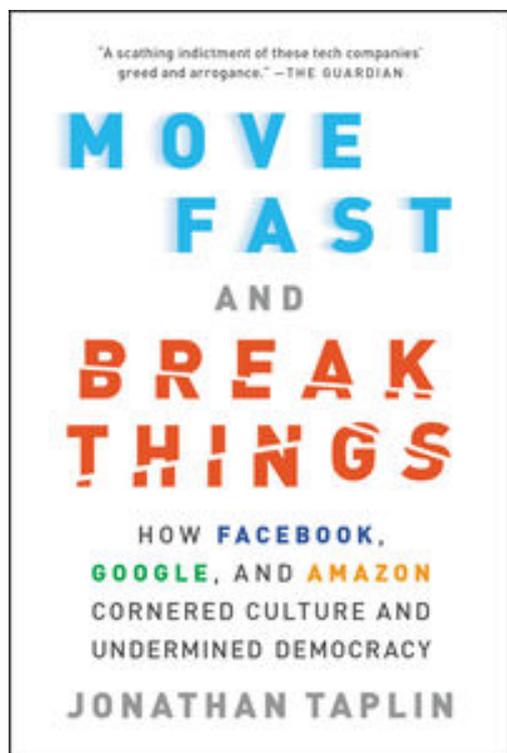


Download PDF Online Book Move Fast And Break Things - Jonathan Taplin Free EBook PDF/ePub/Mobi



Download PDF Online Book Move Fast and Break Things Jonathan Taplin Free eBook PDF/ePub/Mobi, *The book that started the Techlash*

A stinging polemic that traces the destructive monopolization of the Internet by Google, Facebook and Amazon, and that proposes a new future for musicians, journalists, authors and filmmakers in the digital age.

**Featured in *New York Times*' Paperback Row
A *New York Times* Book Review Editors' Choice
An Amazon Best Business & Leadership Book of 2017
Longlisted for *Financial Times*/McKinsey Business Book of the Year 2017**
A strategy+business Best Business Book of 2017

Move Fast and Break Things is the riveting account of a small group of libertarian entrepreneurs who in the 1990s began to hijack the original decentralized vision of the Internet, in the process creating three monopoly firms--Facebook, Amazon,

and Google--that now determine the future of the music, film, television, publishing and news industries.

Jonathan Taplin offers a succinct and powerful history of how online life began to be shaped around the values of the men who founded these companies, including Peter Thiel and Larry Page: overlooking piracy of books, music, and film while hiding behind opaque business practices and subordinating the privacy of individual users in order to create the surveillance-marketing monoculture in which we now live.

The enormous profits that have come with this concentration of power tell their own story. Since 2001, newspaper and music revenues have fallen by 70 percent; book publishing, film, and television profits have also fallen dramatically. Revenues at Google in this same period grew from \$400 million to \$74.5 billion. Today, Google's YouTube controls 60 percent of all streaming-audio business but pay for only 11 percent of the total streaming-audio revenues artists receive. More creative content is being consumed than ever before, but less revenue is flowing to the creators and owners of that content.

The stakes here go far beyond the livelihood of any one musician or journalist. As Taplin observes, the fact that more and more Americans receive their news, as well as music and other forms of entertainment, from a small group of companies poses a real threat to democracy. *Move Fast and Break Things* offers a vital, forward-thinking prescription for how artists can reclaim their audiences using knowledge of the past and a determination to work together. Using his own half-century career as a music and film producer and early pioneer of streaming video online, Taplin offers new

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ways to think about the design of the World Wide Web and specifically the way we live with the firms that dominate it.

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If you realize your move fast and break things so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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