

Netflixed The Epic Battle For Americas Eyeballs

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.

Soon to be a Netflix Original Series! “War of the Worlds for the 21st century.” – Wall Street Journal
The Three-Body Problem is the first chance for English-speaking readers to experience the Hugo Award-winning phenomenon from China’s most beloved science fiction author, Liu Cixin. Set against the backdrop of China’s Cultural Revolution, a secret military project sends signals into space to establish contact with aliens. An alien civilization on the brink of destruction captures the signal and plans to invade Earth. Meanwhile, on Earth, different camps start forming, planning to either welcome the superior beings and help them take over a world seen as corrupt, or to fight against the invasion. The result is a science fiction masterpiece of enormous scope and vision.
The Three-Body Problem Series
The Three-Body Problem
The Dark Forest
Death’s End
Other Books
Ball Lightning
Supernova Era
To Hold Up The Sky (forthcoming)
At the Publisher’s request, this title is being sold without Digital Rights Management Software (DRM) applied.

□ 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.

NetflixedThe Epic Battle for America’s EyeballsPenguin

Netflixed

Red Carpet

The Redwall Cookbook

A Comprehensive Compilation of Decisions, Reports, Public Notices, and Other Documents of the Federal Communications Commission of the United States

Big Billion Startup: The Untold Flipkart Story

The Top Censored Stories and Media Analysis of 2014#15

Adrift

Managerial Communication for Professional Development offers a unique functions approach to managerial skills. It explores what the communication managers actually do in business across the planning, organizing, leading, and controlling functions when professional skills are needed the most. The windows into practical reality adds contemporary information pertinent to key concepts in the chapters. Focusing on topics such as public image, impression management, reprimanding employees’ unproductive behaviors at work, effective presentations skills, employment communication best practices, and claims and argument missteps managers make during crisis. The contents of this book will help managers and future managers understand the professional development skills essential to management communication functions.

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.

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.

The annual yearbook from Project Censored features the year's most underreported news stories, striving to unmask censorship, self-censorship, and propaganda in corporate-controlled media outlets. Censored 2016 features the top-25 most underreported stories, as voted by scholars, journalists, and activists across the country and around the world, as well as chapters exploring timely issues from the previous year with more in-depth analysis.

Censored 2016

Netflix's Speculative Fictions

Transcending Television

Hollywood, China, and the Global Battle for Cultural Supremacy

Battle for the Black Lion

The Dark Crystal: Age of Resistance

John Malone and the Rise of the Modern Cable Business

Princess Merida breaks an old tradition and must also save her mother when she's turned into a bear. Aligned to Common Core Standards and correlated to state standards. Spotlight is a division of ABDO.

Before The Perfect Storm, before In the Heart of the Sea, Steven Callahan's dramatic tale of survival at sea was on the New York Times bestseller list for more than thirty-six weeks. In some ways the model for the new wave of adventure books, Adrift is an account by the only man known to have survived more than a month alone at sea, fighting for his life in an inflatable raft after his small sloop capsized only six days out. "Utterly absorbing" (Newsweek), Adrift is a must-have for any adventure library.

From Guillermo del Toro comes the book that inspired the Netflix Animated Series TROLLHUNTERS! "You are food. Those muscles you flex to walk, lift, and talk? They're patties of meat topped with chewy tendon. That skin you've paid so much attention to in casserole of succulent tissue. And those bones that give you the strength to make your way in the world? They rattle between teeth as the marrow is sucked down slobbering throats. These facts are unpleasant but useful. There are things out there, you cooked over our fires. These things have their own ways of trapping their kills, their own fires, their own appetites." Jim Sturges is your typical teen in suburban San Bernardino— one with an embarrassingly overprotective dad, a best friend named "Tubby" v (like gym class), and a crush on a girl who doesn't know he exists. But everything changes for Jim when a 45-year old mystery resurfaces, threatening the lives of everyone in his seemingly sleepy town. Soon Jim has to team up with a band of unlikely (and never knew existed. From the minds of horror geniuses Guillermo del Toro and Daniel Kraus comes a new illustrated novel about the fears that move in unseen places.

Featured in the Netflix series Love, Death & Robots A unique anthology of all-new stories that challenges authors to throw down the gauntlet in an epic genre battle and demands an answer to the age-old question: Who is more awesome—robots or fairies? for the first time in an epic genre death match! People love pitting two awesome things against each other. Robots vs. Fairies is an anthology that pitches genre against genre, science fiction against fantasy, through an epic battle of two icons. On one side, the phenomenon in literature and media, from Asimov to WALL-E, from Philip K. Dick to Terminator. On the other, fairies are the beloved icons and unquestionable rulers of fantastic fiction, from Tinkerbell to Tam Lin, from True Blood to Once Upon a Time. Both h and challenging. But when you pit them against each other, which side will triumph as the greatest genre symbol of all time? There can only be one...or can there? Featuring an incredible line-up of authors including John Scalzi, Catherynne M. Valente, Ken Liu, Maberry, and many more, Robots vs. Fairies will take you on a glitterbombed journey of a techno-fantasy mash-up across genres.

Leadership Lessons: Henry Ford, Reed Hastings, Alfred Sloan, Sam Walton, Oprah Winfrey

Trollhunters

Sense8

FCC Record

The Epic Battle for America’s Eyeballs

Critical Essays on Streaming Media, Digital Delivery and Instant Access

In Book 3 of the hugely popular Cat Ninja series, small-time crooks, sidekicks, and the wannabe supervillains who made our heroes who they are all get a chance to tell their stories--and their stories are hilarious! Cat Ninja: Wanted features Metro City’s favorites and newcomers in tales that include a nearly cat-astrophic case of stolen identity, the not-so-villainous adventures of Master Hamster, and Adonis’s first mission as one of the good guys. Enjoy six stand-alone stories, plus a five-part Cat Ninja special miniseries! The stories in Cat Ninja: Wanted teach readers that: People (and villains!) can change Everyone deserves a second chance You don't need superpowers to be a hero! Explore the multiverse with the Bright Family! In this first graphic novel of the smash hit Epic Originals series, join siblings Nia and Jayden on an out-of-this-world adventure to find their missing parents. Meet the brilliant, overachieving Bright Family: While Mom’s off-planet literally saving the world and Dad’s holed up in his laboratory, 12-year-old Nia’s trying to win every robotics competition, and her younger brother, Jayden...well, actually, Jayden’s just trying to avoid doing his homework so has more time to daydream about kaiju and design giant robots. But when a dimensional portal sends Mom and Dad who-knows-where, it’s up to Nia and Jayden (and their robot nanny, Dusty) to bring their parents home. The question is, where in the multiverse could they possibly be? Through their travels, the Brights--kids and parents alike--learn how one person’s actions can lead to consequences that affect the whole family, and sometimes even the entire multiverse!

Netflix has played a role in making binge-watching a thing. Seventy percent of its users watch television series episode after episode after episode in one sitting! This children’s book rewinds Netflix back to its beginning, when the focus was mailing DVDs, and then expands upon the company’s growth over a decade.

NOW THE NETFLIX ORIGINAL SERIES EL INOCENTE! The bestselling author and creator of the hit Netflix drama The Stranger takes readers on an electrifying ride in this thriller that peeks behind the white picket fences of suburbia—where one mistake can change your life forever. One night, Matt Hunter innocently tried to break up a fight—and ended up a killer. Now, nine years later, he’s an ex-con who takes nothing for granted. His wife, Olivia, is pregnant, and the two of them are closing on their dream house. But all it will take is one shocking, inexplicable call from Olivia’s cell phone to shatter Matt’s life a second time...

The Book That Inspired the Netflix Animated Series TROLLHUNTERS!

The Netflix Effect

A Suspense Thriller

Witcher 7

Managerial Communication for Professional Development

Narrative Production in the 21st Century

The Age of Netflix

In this charming and poignant novel that “oozes charm and wit and speaks beautifully about friendship and love, and the differences between the two” (Laura Pearson, author of I Wanted You to Know), teenager Emmie Blue releases a balloon with her email address and a big secret into the sky, only to fall head-over-heels for the boy who finds it. But fourteen years later, everything Emmie has planned is up in the air. At sixteen, Emmie Blue stood in the fields of her school and released a red balloon into the sky. Attached was her name, her email address...and a secret she desperately wanted to be free of. Weeks later, on a beach in France, Lucas Moreau discovered the balloon and immediately emailed the attached address, sparking an intense friendship between the two teens. Now, fourteen years later, Emmie is hiding the fact that she’s desperately in love with Lucas. She has pinned all her hopes on him and waits patiently for him to finally admit that she’s the one for him. So dedicated to her love for Lucas, Emmie has all but neglected her life outside of this relationship—she’s given up the search for her absentee father, no longer tries to build bridges with her distant mother, and lives as a lodger to an old lady she barely knows after being laid off. And when Lucas tells Emmie he has a big question to ask her, she’s convinced this is the moment he’ll reveal his feelings for her. But nothing in life ever quite goes as planned, does it? Filled with heart and humor, Dear Emmie Blue “beautifully captures the heartache and frustrations of carrying our teenaged selves with us wherever we go” (Anstey Harris, author of Goodbye Paris) that is perfect for fans of Eleanor Oliphant Is Completely Fine and Evvie Drake Starts Over. An inside look at a cable titan and his industry John Malone, hailed as one of the great unsung heroes of our age besome and reviled by others as a ruthless robber baron, is revealedas a bit of both in Cable Cowboy. For more than twenty-five years,Malone has dominated the cable television industry, shaping theworld of entertainment and communications, first with his cablecompany TCI and later with Liberty Media. Written with Malone’sunprecedented cooperation, the engaging narrative brings thiscontroversial capitalist and businessman to life. Cable Cowboy isat once a penetrating portrait of Malone’s complex persona, and acaptivating history of the cable TV industry. Told in a livelystyle with exclusive details, the book shows how an unassumingcopper strand started as a backwoods antenna service and became thedigital nervous system of the U.S., an evolution that gave U.S.consumers the fastest route to the Internet. Cable Cowboy revealsthe forces that propelled this pioneer to such great heights, andcaptures the immovable conviction and quicksilver mind that havedefined John Malone throughout his career.

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.

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.

Dear Emmie Blue

The New Economics of Multisided Platforms

That Will Never Work

The Innocent

Taking Paris

Risk

Technology and Entertainment in the 21st Century

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.

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.

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.

The definitive account of India’s biggest startup that redefined e-commerce, entrepreneurship and the way we shop and live. IIT graduates Sachin Bansal and Binny Bansal founded out of a Bangalore apartment what would become India’s biggest e-commerce startup. Established in October 2007, Flipkart began as an online bookstore and soon came to be known for its ‘customer obsession’. As the startup’s reputation grew, so did its value, with venture capitalists in India and abroad lining up to invest heavily in the company that stood for bold ambition, unabashed consumerism and the virtues of technology. Investigative journalist Mihir Dalal recounts the astounding story of how the Bansals built Flipkart into a multi-billion-dollar powerhouse in the span of a few years and made internet entrepreneurship a desirable occupation. But it is also a story of big money, power and hubris, as both business and interpersonal complexities weakened the founders’ control over their creation and forced them to sell out to a retailer whose dominance they had once dreamt of emulating. Flipkart’s auction involved some of the corporate world’s biggest names, from Jeff Bezos, Satya Nadella, Sundar Pichai to Masayoshi Son and Doug McMillon, an ironic testimony to the strength of what the Bansals had forged. Based on extraordinary research, extensive interviews and deep access to key characters in the Flipkart story, Big Billion Startup is the riveting and revealing account of how Sachin and Binny Bansal built and sold India’s largest internet company.

Building Netflix

A User’s Guide

A Novel

Reed Hastings

Netflix

Streaming, Sharing, Stealing

The Birth of Netflix and the Amazing Life of an Idea

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.

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

From the simple refreshment of Summer Strawberry Fizz to Great Hall Gooseberry Fool, the foods discussed in the many Redwall books are all here, along with dozens of other favorites sure to turn young hands into seasoned chefs, illustrated in full color with all the charm and magic that is Redwall. 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.

Cable Cowboy

The Birth of Netflix by the first CEO and co-founder Marc Randolph

The Epic Battle for the City of Lights

The Bright Family, 1

Storytelling Industries

Big Data and the Future of Entertainment

Robots vs. Fairies

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. 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. Indeed, 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 and far worse proposals, like personalized 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 Netflix brass 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, though, 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.

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 fifth novel in the New York Times bestselling Witcher series that inspired the hit Netflix show finds Ciri trapped in a distant world and separated from Geralt and her destiny. After walking through a portal in the Tower of the Swallow, thus narrowly escaping death, the Witcher girl, Ciri, finds herself in a completely different world... a world of the Elves. She is trapped with no way out. Time does not seem to exist and there are no obvious borders or portals to cross back into her home world. But this is Ciri, the child of prophecy, and she will not be defeated. She knows she must escape to finally reunite with the Witcher, Geralt, and his companions - and also to try to conquer her worst nightmare. Leo Bonhart, the man who chased, wounded and tortured Ciri, is still on her trail. And the world is still at war.

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.

Seventy-six Days Lost at Sea

The Lady of the Lake

Business Model Pioneers

The Talisman

Netflix®

The Three-Body Problem

Matchmakers

"This is a fascinating book. It will educate you. Schwartzel has done some extraordinary reporting." — The New York Times Book Review "In this highly entertaining but deeply disturbing book, Erich Schwartzel demonstrates the extent of our cultural thrall to China. His depiction of the craven characters, American and Chinese, who have enabled this situation represents a significant feat of investigative journalism. His narrative is about not merely the movie business, but the new world order." —Andrew Solomon, author of Far from the Tree and The Noonday Demon An eye-opening and deeply reported narrative that details the surprising role of the movie business in the high-stakes contest between the U.S. and China From trade to technology to military might, competition between the United States and China dominates the foreign policy landscape. But this battle for global influence is also playing out in a strange and unexpected arena: the movies. The film industry, Wall Street Journal reporter Erich Schwartzel explains, is the latest battleground in the tense and complex rivalry between these two world powers. In recent decades, as China has grown into a giant of the international economy, it has become a crucial source of revenue for the American film industry. Hollywood studios are now bending over backward to make movies that will appeal to China's citizens—and gain approval from severe Communist Party censors. At the same time, and with America's unwitting help, China has built its own film industry into an essential arm of its plan to export its national agenda to the rest of the world. The competition between these two movie businesses is a Cold War for this century, a clash that determines whether democratic or authoritarian values will be broadcast most powerfully around the world. Red Carpet is packed with memorable characters who have—knowingly or otherwise—played key roles in this tangled industry web: not only A-list stars like Matt Damon, Angelina Jolie, and Richard Gere but also eccentric Chinese billionaires, zany expatriate filmmakers, and starlets who disappear from public life without explanation or trace. Schwartzel combines original reporting, political history, and show-biz intrigue in an exhilarating tour of global entertainment, from propaganda film sets in Beijing to the boardrooms of Hollywood studios to the living rooms in Kenya where families decide whether to watch an American or Chinese movie. Alarming, occasionally absurd, and wildly entertaining, Red Carpet will not only alter the way we watch movies but also offer essential new perspective on the power struggle of this century.

The iconic, "extraordinary" (The Washington Post) collaboration between #1 bestselling author Stephen King and Peter Straub—an epic thriller about a young boy's quest to save his mother's life. Why had twelve-year-old Jack Sawyer's mother frantically moved the two of them from Rodeo Drive to a New York City apartment to the Alhambra, a fading ocean resort and shuttered amusement park in New Hampshire? Who or what is she running from? She is dying . . . and even young Jack knows she can't outrun death. But only he can save her—for he has been chosen to search for a prize across an epic landscape of dangers and lies, a realm of innocents and monsters, where everything Jack loves is on the line.

"For the fate of the Cosmos. When the Paladins and Princess Allura infiltrate Emperor Zarkon's hidden base, the source of his power is revealed. But a deadlier secret prevents the Paladins from forming Voltron, and the Black Lion is stolen. Under fire from an entire Galran fleet and the dark magic of the Druids, the Paladins must save the Black Lion from their greatest enemy or lose Voltron Legendary Defender forever"–Page [4] of cover.

From the bestselling author of Team of Teams and My Share of the Task, an entirely new way to understand risk and master the unknown. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat. From his first day at West Point, to his years in Afghanistan, to his efforts helping business leaders navigate a global pandemic, McChrystal has seen how individuals and organizations fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface by which it can be managed. In this new book, General McChrystal offers a battle-tested system for detecting and responding to risk. Instead of defining risk as a force to predict, McChrystal and coauthor Anna Butrico show that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to effectively anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples ranging from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see the future, but with McChrystal's hard-won guidance, we can improve our resistance and build a strong defense against what we know—and what we don't.

Brave

How Reed Hastings Changed the Way We Watch Movies & TV

Financializing Platform Television

Cat Ninja: Wanted

Inside the Epic Return to Thra

How Innovators Successfully Implement New Business Models

NATIONAL BESTSELLER • From Martin Dugard, the #1 New York Times bestselling coauthor of the Killing series with Bill O’Reilly, comes the spellbinding story of the Allied liberation of Paris from the grip of the Nazis during World War II “Taking Paris does for Paris during World War II what The Splendid and the Vile did for London.”—James Patterson • “Heroes and villains abound. You’ll enjoy this fast-paced book immensely.”—Bill O’Reilly • “Succeeds triumphantly.”—The Washington Post May 1940: The world is stunned as Hitler's forces invade France with a devastating blitzkrieg aimed at Paris. Within weeks, the French government has collapsed, and the City of Lights, revered for its carefree lifestyle, intellectual freedom, and love of liberty, has fallen under Nazi control—perhaps forever. As the Germans ruthlessly crush all opposition, a patriotic band of Parisians known as the Resistance secretly rise up to fight back. But these young men and women cannot do it alone. Over 120,000 Parisians die under German occupation. Countless more are tortured in the city's Gestapo prisons and sent to death camps. The longer the Nazis hold the city, the greater the danger its citizens face. As the armies of America and Great Britain prepare to launch the greatest invasion in history, the spies of the Resistance risk all to ensure the Germans are defeated and Paris is once again free. The players holding the fate of Paris in their hands are some of the biggest historical figures of the era: Winston Churchill, Franklin Roosevelt, General George S. Patton, and the exiled French general Charles de Gaulle, headquartered in London's Connaught Hotel. From the fall of Paris in 1940 to the race for Paris in 1944, this riveting, page-turning drama unfolds through their decisions—for better and worse. Taking Paris is history told at a breathtaking pace, a sprawling yet intimate saga of heroism, desire, and personal sacrifice for all that is right.

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.

Explore the creation of The Dark Crystal: Age of Resistance, Netflix’s highly-anticipated new prequel series from The Jim Henson Company, with this all-access look at the show’s journey to the screen. Delving into the incredible creative process behind the series, this deluxe volume reveals how Jim Henson’s Creature Shop, legendary character and costume designer Brian Froud, and director Louis Leterrier brought Thra and its characters to life alongside the artists and puppeteers who are continuing the legacy of the original film. Filled with exclusive interviews with the creative forces behind the show, plus concept art, set photography, puppet designs, and more, this is the definitive exploration of The Jim Henson Company’s epic return to Thra.