



## The Zero Marginal Cost Society

**Author :**Jeremy Rifkin / **Category :**Political Science / **Total Pages :** 368 pages

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**Summary :** Free the zero marginal cost society pdf download - in the zero marginal cost society new york times bestselling author jeremy rifkin describes how the emerging internet of things is speeding us to an era of nearly free goods and services precipitating the meteoric rise of a global collaborative commons and the eclipse of capitalism rifkin uncovers a paradox at the heart of capitalism that has propelled it to greatness but is now taking it to its death the inherent entrepreneurial dynamism of competitive markets that drives productivity up and marginal costs down enabling businesses to reduce the price of their goods and services in order to win over consumers and market share marginal cost is the cost of producing additional units of a good or service if fixed costs are not counted while economists have always welcomed a reduction in marginal cost they never anticipated the possibility of a technological revolution that might bring marginal costs to near zero making goods and services priceless nearly free and abundant and no longer subject to market forces now a formidable new technology infrastructure the internet of things iot is emerging with the potential of pushing large segments of economic life to near zero marginal cost in the years ahead rifkin describes how the communication internet is converging with a nascent energy internet and logistics internet to create a new technology platform that connects everything and everyone billions of sensors are being attached to natural resources production lines the electricity grid logistics networks recycling flows and implanted in homes offices stores vehicles and even human beings feeding big data into an iot global neural network prosumers can connect to the network and use big data analytics and algorithms to accelerate efficiency dramatically increase productivity and lower the marginal cost of producing and sharing a wide range of products and services to near zero just like they now do with information goods the plummeting of marginal costs is spawning a hybrid economy part capitalist market and part collaborative commons with far reaching implications for society according to rifkin hundreds of millions of people are already transferring parts of their economic lives to the global collaborative commons prosumers are plugging into the fledgling iot and making and sharing their own information entertainment green energy and 3d-printed products at near zero marginal cost they are also sharing cars homes clothes and other items via social media sites rentals

redistribution clubs and cooperatives at low or near zero marginal cost students are enrolling in free massive open online courses moocs that operate at near zero marginal cost social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy in this new world social capital is as important as financial capital access trumps ownership sustainability supersedes consumerism cooperation ousts competition and exchange value in the capitalist marketplace is increasingly replaced by sharable value on the collaborative commons rifkin concludes that capitalism will remain with us albeit in an increasingly streamlined role primarily as an aggregator of network services and solutions allowing it to flourish as a powerful niche player in the coming era we are however says rifkin entering a world beyond markets where we are learning how to live together in an increasingly interdependent global collaborative commons

**Publisher :** Palgrave Macmillan on 2014-04-01 / **ISBN :** 9781137437761

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