1. Chapter 2
   1. Unbundled Business Model
      1. Customer Relationship
      2. Product Innovation
      3. Infrastructure
      4. Example
         1. AT&T
            1. CR

Mobile Plan

* + - * 1. PI

Phones & tablets

* + - * 1. Infrastructure

Stores, towers, and data plans

* + 1. Definition
       1. The concept of the “unbundled” corporation holds that there are three fundamentally different types of businesses. Finish definition on page 57
  1. What’s the key in succeeding in business?
     1. Focus, focus, focus!
  2. Go to page 118 and understand it!
  3. Long Tail Business Model
     1. Win based on volume
     2. Examples
        1. eBay, Netflix, Lulu.com, eBay, YouTube, and facebook
        2. Book Industry
           1. Publisher, agent, company
           2. 80/20 rule

20% of the people create 80% of the revenue

* + - * 1. The old way they’d take 50 authors per year, sell 1,000,000 total books. However that broke down is unknown
        2. LuLu.com came along by leveling the playing field
        3. Now they could have 5,000,000 write books that are sold low volume
        4. They’re making the person writing their book as Lulu.com customer, not the actual book buyer
      1. Music Industry
         1. The ability to make a song or album has gone down substantially
         2. 15 years ago to make a record cost $250,000-$300,000… now it’s $5,000-$10,000.
         3. Sound quality has substantially reduced compared to CD/Vinyl
         4. CD’s used to cost $4 to manufacture, now it’s $0.60 online
         5. Leveled the playing field so that everyone has the same opportunity.
    1. How it works:
       1. Democratization tools for production
       2. Democratization for distribution
          1. Channels
       3. Connection between supply and demand