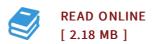




Netflixed: The Epic Battle for America s Eyeballs

By Gina Keating

Penguin Putnam Inc, United States, 2013. Paperback. Book Condition: New. 212 x 138 mm. Language: English . Brand New Book. 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 fastpaced 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.



Reviews

This is the finest book i have got study till now. It usually does not price a lot of. I found out this publication from my i and dad encouraged this book to understand.

-- Jamil Collins

Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.

-- Brian Bauch