

Netflixed The Epic Battle For Americas Eyeballs Gina Keating

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Netflixed The Epic Battle For

Gina Keating's 'Netflixed' is more than just a tale about the rise of Netflix. It's a fascinating - dare say 'gripping' - narrative of the no-holds-barred, street alley fight between Netflix and Blockbuster for America's eyeballs.

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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.

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Netflixed: The Epic Battle for America's Eyeballs by Gina ...

Book # 12 Netflixed: The Epic Battle for America's Eyeballs could as well have been renamed as Netflix vs Blockbuster: David vs Goliath (with occasional guest appearances by Walmart and Amazon). The book is an engrossing read and quite fast paced at that to the point of being a thriller.

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In Netflixed, Gina Keating traces Netflix's rise throughout a decade-long war against Blockbuster. Keating analyzes its polarizing founders while evaluating how the company has become subject to...

Netflixed : NPR

Netflixed: The Epic Battle for America's Eyeballs. Netflixed. : Gina Keating. Penguin, Oct 11, 2012 - Business & Economics - 304 pages. 1 Review. Netflix has come a long way since 1997, when two...

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Netflixed: The Epic Battle for America's Eyeballs Gina Keating. Shop Now. Although he may have had problems connecting with some of his new employees, Hastings had big fans among the investor community, and that is where he turned for help in early 1999. Netflix had posted an \$11 million loss in 1998—not unexpected or particularly large for ...

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NETFLIXED: The Epic Battle for America's Eyeballs who is an expert on the political economy of Netflix · On February 13, in F1622, we will watch Episodes 4 – 6, and Dr Lara Stache (COM), Dr Rosemary Johnsen (ENG), and Dr Deborah James (Media Studies) will lead the discussion

Netflixed The Epic Battle For Americas Eyeballs | old ...

Gina Keating, author of "Netflixed: The Epic Battle for America's Eyeballs," joins digits with exclusive insights into the company's scrappy start-up story, CEO Reed Hastings' polarizing leadership...

Will Netflix Go the Way of Blockbuster?

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Netflixed: The Epic Battle for America's Eyeballs by Gina ...

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A suspenseful story how Netflix came into existence, grew, survived a “David versus Goliath” battle with Blockbuster Video, and pioneered subscription-based TV/movie streaming—a very disruptive technology in the movie rental industry. The book also covers many missteps along the way, and Netflix’s missed opportunities to own Redbox.

Netflixed: The Epic Battle for America's Eyeballs: Amazon ...

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.

Netflixed by Gina Keating: 9781591846598 ...

Apple on Tuesday filed counterclaims and responses in its legal battle with Fortnite creator Epic Games and is now seeking damages for Epic Games' breach of contract. It's unclear how much Apple ...

Apple seeks damages from Epic Games for breach of contract

BIOGRAPHY Author of Netflixed: The Epic Battle for America's Eyeballs. Primary Contributions (1)

Gina Keating | Britannica

Netflixed (Hardcover) The Epic Battle for America's Eyeballs. By Gina Keating. Portfolio, 9781591844785, 286pp. Publication Date: October 11, 2012 Other Editions of This Title:

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