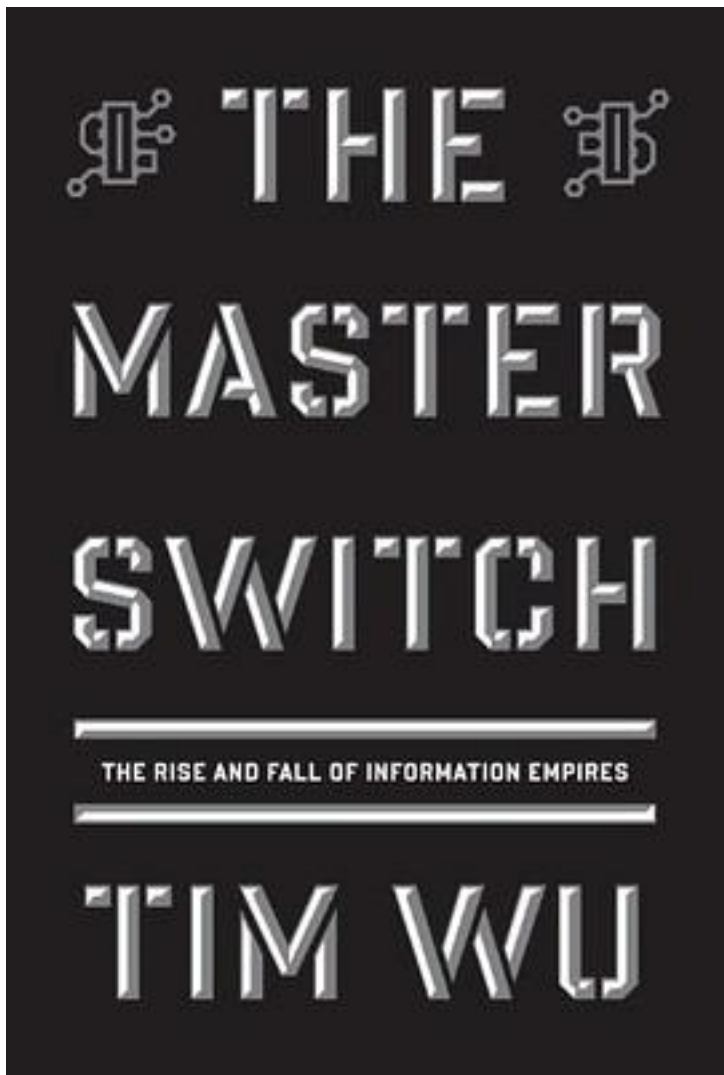


The Master Switch



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著者:Tim Wu

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In this age of an open Internet, it is easy to forget that every American information industry, beginning with the telephone, has eventually been taken captive by some ruthless monopoly or cartel. With all our media now traveling a single network, an unprecedented potential is building for centralized control over what Americans see and hear. Could history repeat itself with the next industrial consolidation? Could the Internet—the entire flow of American information—come to be ruled by one corporate leviathan in possession of “the master switch”? That is the big question of Tim Wu’s pathbreaking book.

As Wu’s sweeping history shows, each of the new media of the twentieth century—radio, telephone, television, and film—was born free and open. Each invited unrestricted use and enterprising experiment until some would-be mogul battled his way to total domination. Here are stories of an uncommon will to power, the power over information: Adolph Zukor, who took a technology once used as commonly as YouTube is today and made it the exclusive prerogative of a kingdom called Hollywood . . . NBC’s founder, David Sarnoff, who, to save his broadcast empire from disruptive visionaries, bullied one inventor (of electronic television) into alcoholic despair and another (this one of FM radio, and his boyhood friend) into suicide . . . And foremost, Theodore Vail, founder of the Bell System, the greatest information empire of all time, and a capitalist whose faith in Soviet-style central planning set the course of every information industry thereafter.

Explaining how invention begets industry and industry begets empire—a progress often blessed by government, typically with stifling consequences for free expression and technical innovation alike—Wu identifies a time-honored pattern in the maneuvers of today’s great information powers: Apple, Google, and an eerily resurgent AT&T. A battle royal looms for the Internet’s future, and with almost every aspect of our lives now dependent on that network, this is one war we dare not tune out.

Part industrial exposé, part meditation on what freedom requires in the information age, *The Master Switch* is a stirring illumination of a drama that has played out over decades in the shadows of our national life and now culminates with terrifying implications for our future.

作者介绍:

Tim Wu,
中文名吴修铭, 毕业于哈佛大学法学院, 现为哥伦比亚法学院教授, 同时是谷歌公司手机部门的负责人。2005年, 他被《科学美国人》杂志评为50位科学和技术领袖之一。2007年, 他当选为哈佛100位最具影响力毕业生之一。

吴修铭是位作风前卫的学者, 参与过以荒诞著称的“火烧人艺术节”; 他也坦承破解过iPhone。最为大家所知的是他提出了“网络中立”(Net Neutrality)理论。另外, 他曾是帮助奥巴马选举的亚裔之一。

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标签

互联网

商业

社会

互联网研究

Media

传媒

internet

传播

评论

This book should be read along with The Creation Of The Media. Chronologically, The Master switch picks up from where The Creation of The Media stopped.

对internet时代的发展，起来的整个过程描述的有点简略，其他部分interesting，好莱坞ip模式的开始，apple消费device的设计，etc。是不是技术再发展，产业再进步，即使商业巨头乐意，还是避免不了zf这个bug。btw，Sarnoff这个乐色。。。居然还有会以他命名来纪念。。

和大学时学的东西差不多，只是侧重点不同，所以养分不是很多。另外我对此书和大学课程的倾向和意识形态是很有疑问的

精彩的产业历史！

看看

产品历史而已，养分不多。

这样的书，在某朝估计是不可能出现的。

omg I can't believe I'm reading this on vacation! This is happening!

读完了Tim Wu的The Master Switch，这本书他回顾历史案例的部分写得不错，但在正题——互联网为何需要“网络中立原则”的讨论上出人意料的简单，完全是从社会正义以及保护言论自由的角度出发，主要是动之以情，没有晓之以理

Tim Wu就是五星的保证。看之前是这么想的。看完之后，才知道只值三星。

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书评

《数字化生存》是一本旧书，作者是美国知名专栏作家和未来学家尼葛洛庞帝，中文初版于1997年，作为上世纪末稚嫩的中国互联网创业者的“案头圣经”，一定程度了助推了当时中国网络经济的第一波浪潮。当年读时，还有些懵懂。经年之后，偶遇的另一本书，再次引发了重...

【开放和封闭】以apple为首的封闭式阵营和以google为首的开放阵营，厮杀中，apple可能会走到最后，它整合了好莱坞影视业和AT&T通信业，打造封闭式的产业链，最后可能会把google为首的阵营打的一败涂地，android已经失控，但封闭到一定时间，必然会被新革命性技术取代，这是...

历史就是在画着一个又一个圈，每个圈好像从本质上是类似的。
特别是最近的一百年，可以说这个世界已经被人类自己彻底颠覆了。发生了那么多变革之后，乃至现在的年青人可能会觉得一百年前的生活就像远古人类生活一样离他那么遥远。而这本书就是在展现这一百年的一些关键变革领...

原来美国的通信媒体行业发展也是受到政府的管制。而且不是自由竞争，是垄断资本主义。 Kronos Effect: the efforts undertaken by a dominant company to consume its potential successors in their infancy. 传统行业总会试图阻止新行业的进步。
带来颠覆改革的都是外人。 垄...

贝尔公司上百年的绝对垄断，将很多创新技术冷藏起来，随着它的解体，这些技术得到解放，喷涌而出，孕育出了互联网这个极开放的伟大产物。而促成贝尔公司解体的不单是全球政治格局的变化，经济思潮向自由市场倾斜，还有日本制造的崛起，逼迫美国自身做出改变。而当今美国面对中...

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