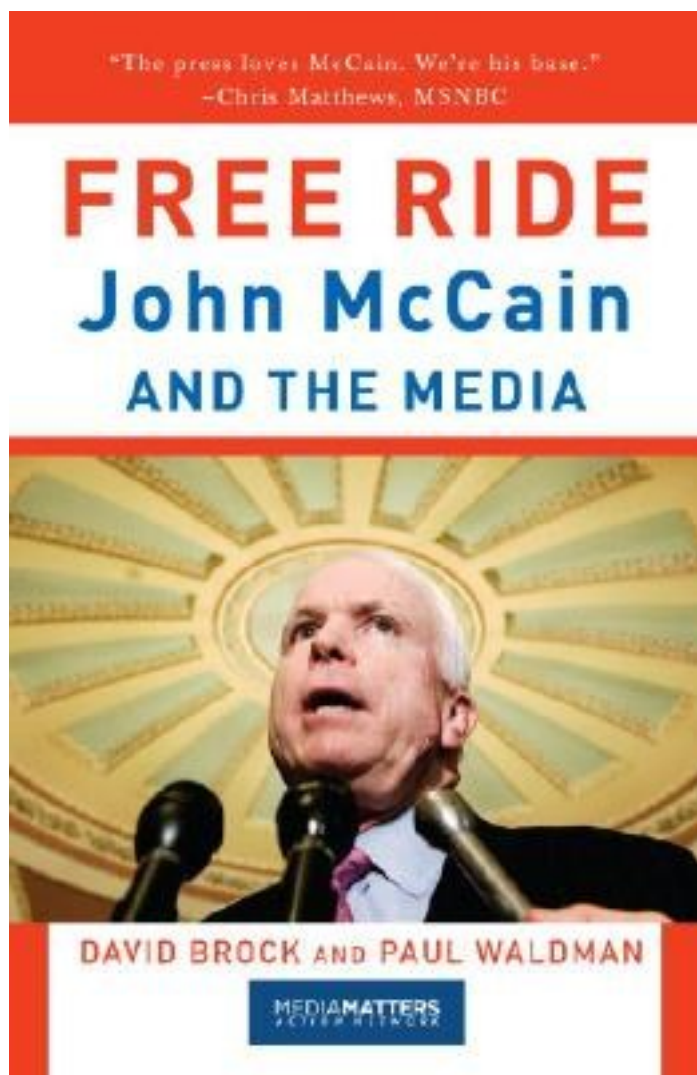


Free Ride



[Free Ride_下载链接1](#)

著者:Robert Levine

出版者:Doubleday

出版时间:2011-10-25

装帧:Hardcover

isbn:9780385533768

How did the newspaper, music, and film industries go from raking in big bucks to scooping up digital dimes? Their customers were lured away by the free ride of technology. Now, business journalist Robert Levine shows how they can get back on track.

On the Internet, “information wants to be free.” This memorable phrase shaped the online business model, but it is now driving the media companies on whom the digital industry feeds out of business. Today, newspaper stocks have fallen to all-time lows as papers are pressured to give away content, music sales have fallen by more than half since file sharing became common, TV ratings are plummeting as viewership migrates online, and publishers face off against Amazon over the price of digital books.

In *Free Ride*, Robert Levine narrates an epic tale of value destruction that moves from the corridors of Congress, where the law was passed that legalized YouTube, to the dorm room of Shawn Fanning, the founder of Napster; from the bargain-pricing dramas involving iTunes and Kindle to Google’s fateful decision to digitize first and ask questions later. Levine charts how the media industry lost control of its destiny and suggests innovative ways it can resist the pull of zero.

Fearless in its reporting and analysis, *Free Ride* is the business history of the decade and a much-needed call to action.

作者介绍:

目录:

[Free Ride 下载链接1](#)

标签

闲书

传播学

传播

urgent

internet

culture

评论

很流畅，但养分不多，而且论点有诸多问题。

[Free Ride 下载链接1](#)

书评

最近在读一本书《Free Ride》。此书讨论的是未来媒体发展的问题，并指出完全没有版权保护、信息完全免费的未来是不可能发生的，因为传播信息的成本虽然越来越低，但制造信息的成本却依然如故。如果《纽约时报》希望报道苹果公司，他们断然不可能凭空获取所有信息，还是需要派专...

[Free Ride 下载链接1](#)