

# The Zero Marginal Cost Society The Internet Of Things The Collaborative Commons And The Eclipse Of Capitalism

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Society and the Internet - Mark Graham 2019-07-18

How is society being reshaped by the continued diffusion and increasing centrality of the Internet in everyday life and work? Society and the Internet provides key readings for students, scholars, and those interested in understanding the interactions of the Internet and society. This multidisciplinary collection of theoretically and empirically anchored chapters addresses the big questions about one of the most significant technological transformations of this century, through a diversity of data, methods, theories, and approaches. Drawing from a range of disciplinary perspectives, Internet research can address core questions about equality, voice, knowledge, participation, and power. By learning from the past and continuing to look toward the future, it can provide a better understanding of what the ever-changing configurations of technology and society mean, both for the everyday life of individuals and for the continued development of society at large. This second edition presents new and original contributions examining the escalating concerns around social media, disinformation, big data, and privacy. Following a foreword by Manuel Castells, the editors introduce some of the key issues in

Internet Studies. The chapters then offer the latest research in five focused sections: The Internet in Everyday Life; Digital Rights and Human Rights; Networked Ideas, Politics, and Governance; Networked Businesses, Industries, and Economics; and Technological and Regulatory Histories and Futures. This book will be a valuable resource not only for students and researchers, but for anyone seeking a critical examination of the economic, social, and political factors shaping the Internet and its impact on society.

The Mesh - Lisa Gansky 2010-09-23

A simple, powerful idea that's reinventing the way smart, adaptive companies do business. Most businesses follow the same basic formula: create a product or service, sell it, and collect money. What Lisa Gansky calls "Mesh" businesses throw this model out the window. Instead, these companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. The Mesh gives companies a better understanding of what customers really want. Already, hundreds of successful Mesh

companies are redefining how we interact with the people, goods, and services in our lives. These businesses are easier to start and spreading like wildfire, from bike sharing and home exchanges to peer-to-peer lending, energy cooperatives, and open source design. Consider: • ZipCar profits from streamlined car sharing • Kickstarter connects artists with funding from enthusiastic supporters • Music Gym makes finding a recording studio as easy as joining a gym The Mesh reveals the next wave of information-enabled commerce, showing readers how to plug in and profit.

Everything for Everyone - Nathan Schneider 2018-09-11

The origins of the next radical economy is rooted in a tradition that has empowered people for centuries and is now making a comeback. A new feudalism is on the rise. While monopolistic corporations feed their spoils to the rich, more and more of us are expected to live gig to gig. But, as Nathan Schneider shows, an alternative to the robber-baron economy is hiding in plain sight; we just need to know where to look. Cooperatives are jointly owned, democratically controlled enterprises that advance the economic, social, and cultural interests of their members. They often emerge during moments of crisis not unlike our own, putting people in charge of the workplaces, credit unions, grocery stores, healthcare, and utilities they depend on. Everything for Everyone chronicles this revolution--from taxi cooperatives keeping Uber at bay, to an outspoken mayor transforming his city in the Deep South, to a fugitive building a fairer version of Bitcoin, to the rural electric co-op members who are propelling an aging system into the future. As these pioneers show, co-ops are helping us rediscover our capacity for creative, powerful, and fair democracy.

*The Hydrogen Economy* - Jeremy Rifkin 2003-08-25

The road to global security," writes Jeremy Rifkin, "lies in lessening our dependence on Middle East oil and making sure that all people on Earth have access to the energy they need to sustain life. Weaning the world off oil and turning it toward hydrogen is a promissory note for a safer world." Rifkin's international bestseller *The Hydrogen Economy* presents the clearest, most comprehensive case for moving ourselves away from

the destructive and waning years of the oil era toward a new kind of energy regime. Hydrogen-one of the most abundant substances in the universe-holds the key, Rifkin argues, to a cleaner, safer, and more sustainable world.

**Global Trends 2040** - National Intelligence Council 2021-03

"The ongoing COVID-19 pandemic marks the most significant, singular global disruption since World War II, with health, economic, political, and security implications that will ripple for years to come." -Global Trends 2040 (2021) *Global Trends 2040-A More Contested World* (2021), released by the US National Intelligence Council, is the latest report in its series of reports starting in 1997 about megatrends and the world's future. This report, strongly influenced by the COVID-19 pandemic, paints a bleak picture of the future and describes a contested, fragmented and turbulent world. It specifically discusses the four main trends that will shape tomorrow's world: - Demographics-by 2040, 1.4 billion people will be added mostly in Africa and South Asia. - Economics-increased government debt and concentrated economic power will escalate problems for the poor and middleclass. - Climate-a hotter world will increase water, food, and health insecurity. - Technology-the emergence of new technologies could both solve and cause problems for human life. Students of trends, policymakers, entrepreneurs, academics, journalists and anyone eager for a glimpse into the next decades, will find this report, with colored graphs, essential reading.

**The Media and Globalization** - Terhi Rantanen 2005

In this provocative book Terhi Rantanen challenges conventional ways of thinking about globalization and shows how it cannot be understood without studying the role of the media. Rantanen begins with an accessible overview of globalization and the pivotal role of the media.

**The Zero Marginal Cost Society** - Jeremy Rifkin 2014-04

Argues that the Internet of Things, which is making goods and services essentially free due to a nearly zero marginal cost, is causing corporate profits to dry up, property rights to weaken, and the mindset of scarcity to give way to the possibility of abundance.

Postcapitalism - Paul Mason 2016-02-09

We know that our world is undergoing seismic change—but how can we emerge from the crisis a fairer, more equal society? Over the past two centuries or so, capitalism has undergone profound changes—economic cycles that veer from boom to bust—from which it has always emerged transformed and strengthened. Surveying this turbulent history, Paul Mason's *Postcapitalism* argues that we are on the brink of a change so big and so profound that this time capitalism itself, the immensely complex system within which entire societies function, will mutate into something wholly new. At the heart of this change is information technology, a revolution that is driven by capitalism but, with its tendency to push the value of much of what we make toward zero, has the potential to destroy an economy based on markets, wages, and private ownership. Almost unnoticed, in the niches and hollows of the market system, swaths of economic life are beginning to move to a different rhythm. Vast numbers of people are changing how they behave and live, in ways contrary to the current system of state-backed corporate capitalism. And as the terrain changes, new paths open. In this bold and prophetic book, Mason shows how, from the ashes of the crisis, we have the chance to create a more socially just and sustainable economy. Although the dangers ahead are profound, he argues that there is cause for hope. This is the first time in human history in which, equipped with an understanding of what is happening around us, we can predict and shape the future.

**Smart Europe** - Jeremy Rifkin 2018-11-07

A green digital economy could change the future of the Old Continent. The new Smart Europe will be based on three elements: new communication technologies, new sources of energy and new modes of mobility. But the transition will require a transformation of the continental infrastructure. Jeremy Rifkin, advisor to the European Union and main architect of the Third Industrial Revolution, has been promoting over the last few years the importance of this approach, enabling collaboration in "vast virtual and physical global networks to create a more ecologically sustainable and equitable quality of life". This is the fourth essay in the Big Ideas series created by the European

Investment Bank.

[The Empathic Civilization](#) - Jeremy Rifkin 2010-02-03

In this sweeping new interpretation of the history of civilization, bestselling author Jeremy Rifkin looks at the evolution of empathy and the profound ways that it has shaped our development—and is likely to determine our fate as a species. Today we face unparalleled challenges in an energy-intensive and interconnected world that will demand an unprecedented level of mutual understanding among diverse peoples and nations. Do we have the capacity and collective will to come together in a way that will enable us to cope with the great challenges of our time? In this remarkable book Jeremy Rifkin tells the dramatic story of the extension of human empathy from the rise of the first great theological civilizations, to the ideological age that dominated the 18th and 19th centuries, the psychological era that characterized much of the 20th century and the emerging dramaturgical period of the 21st century. The result is a new social tapestry—*The Empathic Civilization*—woven from a wide range of fields. Rifkin argues that at the very core of the human story is the paradoxical relationship between empathy and entropy. At various times in history new energy regimes have converged with new communication revolutions, creating ever more complex societies that heightened empathic sensitivity and expanded human consciousness. But these increasingly complicated milieus require extensive energy use and speed us toward resource depletion. The irony is that our growing empathic awareness has been made possible by an ever-greater consumption of the Earth's resources, resulting in a dramatic deterioration of the health of the planet. If we are to avert a catastrophic destruction of the Earth's ecosystems, the collapse of the global economy and the possible extinction of the human race, we will need to change human consciousness itself—and in less than a generation. Rifkin challenges us to address what may be the most important question facing humanity today: Can we achieve global empathy in time to avoid the collapse of civilization and save the planet? One of the most popular social thinkers of our time, Jeremy Rifkin is the bestselling author of *The European Dream*, *The Hydrogen Economy*, *The End of Work*, *The*

Biotech Century, and The Age of Access. He is the president of the Foundation on Economic Trends in Washington, D.C.

[Think Like a Commoner](#) - David Bollier 2014-03-04

A new world based on fairness, participation, accountability is closer than you think...if you learn to think like a commoner

**Selling the Work Ethic** - Sharon Beder 2000

Explores the capitalist culture of work, the respect it gives to the wealthy, and its justification of inequality. In this fascinating social history of the work ethic, the author shows that these values are neither natural nor inevitable. They have in fact been actively promoted by those who benefit most from them.

[Reimagining Leadership on the Commons](#) - Devin P. Singh 2021-09-29

Reimagining Leadership on the Commons examines leadership approaches derived from an, open, whole systems perspective and a more collaborative paradigm that recognizes that rather than being individualist self-maximizers, people prefer to work together to share benefits and found a society based on equality and justice.

**The Rare Metals War** - GUILLAME. PITRON 2020-09-10

The resources race is on. Powering our digital lives and green technologies are some of the Earth's most precious metals -- but they are running out. And what will happen when they do? The green-tech revolution has been lauded as the silver bullet to a new world. One that is at last free of oil, pollution, shortages, and cross-border tensions.

Drawing on six years of research across a dozen countries, this book cuts across conventional green thinking to probe the hidden, dark side of green technology. By breaking free of fossil fuels, we are in fact setting ourselves up for a new dependence -- on rare metals such as cobalt, gold, and palladium. They are essential to electric vehicles, wind turbines, solar panels, our smartphones, computers, tablets, and other everyday connected objects. China has captured the lion's share of the rare metals industry, but consumers know very little about how they are mined and traded, or their environmental, economic, and geopolitical costs. The Rare Metals War is a vital exposé of the ticking time-bomb that lies beneath our new technological order. It uncovers the reality of our lavish

and ambitious environmental quest that involves risks as formidable as those it seeks to resolve.

**Modeling and Design of Secure Internet of Things** - Charles A. Kamhoua 2020-08-04

An essential guide to the modeling and design techniques for securing systems that utilize the Internet of Things Modeling and Design of Secure Internet of Things offers a guide to the underlying foundations of modeling secure Internet of Things' (IoT) techniques. The contributors—noted experts on the topic—also include information on practical design issues that are relevant for application in the commercial and military domains. They also present several attack surfaces in IoT and secure solutions that need to be developed to reach their full potential. The book offers material on security analysis to help with in understanding and quantifying the impact of the new attack surfaces introduced by IoT deployments. The authors explore a wide range of themes including: modeling techniques to secure IoT, game theoretic models, cyber deception models, moving target defense models, adversarial machine learning models in military and commercial domains, and empirical validation of IoT platforms. This important book: Presents information on game-theory analysis of cyber deception Includes cutting-edge research finding such as IoT in the battlefield, advanced persistent threats, and intelligent and rapid honeynet generation Contains contributions from an international panel of experts Addresses design issues in developing secure IoT including secure SDN-based network orchestration, networked device identity management, multi-domain battlefield settings, and smart cities Written for researchers and experts in computer science and engineering, Modeling and Design of Secure Internet of Things contains expert contributions to provide the most recent modeling and design techniques for securing systems that utilize Internet of Things.

**Handbook on the Economics of the Internet** - Johannes M. Bauer 2016-05-27

The Internet is connecting an increasing number of individuals, organizations, and devices into global networks of information flows. It is

accelerating the dynamics of innovation in the digital economy, affecting the nature and intensity of competition, and enabling private companies, governments, and the non-profit sector to develop new business models. In this new ecosystem many of the theoretical assumptions and historical observations upon which economics rests are altered and need critical reassessment.

### **The Age of Resilience** - Jeremy Rifkin 2022-11-01

A sweeping new interpretation of the history of civilization and a transformative vision of how our species will thrive on an unpredictable Earth. The viruses keep coming, the climate is warming, and the Earth is rewilding. Our human family has no playbook to address the mayhem unfolding around us. If there is a change to reckon with, argues the renowned economic and social theorist Jeremy Rifkin, it's that we are beginning to realize that the human race never had dominion over the Earth and that nature is far more formidable than we thought, while our species seems much smaller and less significant in the bigger picture of life on Earth, undermining our long-cherished worldview. The Age of Progress, once considered sacrosanct, is on a deathwatch while a powerful new narrative, the Age of Resilience, is ascending. In *The Age of Resilience*, Rifkin takes us on a new journey beginning with how we reconceptualize time and navigate space. During the Age of Progress, efficiency was the gold standard for organizing time, locking our species into the quest to optimize the expropriation, commodification, and consumption of the Earth's bounty, at ever-greater speeds and in ever-shrinking time intervals, with the objective of increasing the opulence of human society, but at the expense of the depletion of nature. Space, observes Rifkin, became synonymous with passive natural resources, while a principal role of government and the economy was to manage nature as property. This long adhered to temporal-spatial orientation, writes Rifkin, has taken humanity to the commanding heights as the dominant species on Earth and to the ruin of the natural world. In the emerging era, says Rifkin, efficiency is giving way to adaptivity as the all-encompassing temporal value while space is perceived as animated, self-organizing, and fluid. A younger generation, in turn, is pivoting from

growth to flourishing, finance capital to ecological capital, productivity to regenerativity, Gross Domestic Product to Quality of Life Indicators, hyper-consumption to eco-stewardship, globalization to glocalization, geopolitics to biosphere politics, nation-state sovereignty to bioregional governance, and representative democracy to citizen assemblies and distributed peerocracy. Future generations, suggests Rifkin, will likely experience existence less as objects and structures and more as patterns and processes and come to understand that each of us is literally an ecosystem made up of the microorganisms and elements that comprise the hydrosphere, lithosphere, atmosphere, and biosphere. The autonomous self of the Age of Progress is giving way to the ecological self of the Age of Resilience. The now worn scientific method that underwrote the Age of Progress is also falling by the wayside, making room for a new approach to science called Complex Adaptive Systems modeling. Likewise, detached reason is losing cachet while empathy and biophilia become the norm. At a moment when the human family is deeply despairing of the future, Rifkin gives us a window into a promising new world and a radically different future that can bring us back into nature's fold, giving life a second chance to flourish on Earth.

### **The Biotech Century** - Jeremy Rifkin 1998

Arguing that the world is on the threshold of a revolution of unparalleled impact, this book makes an impassioned plea for awareness of the environmental, commercial and moral implications of the new biotechnology.

### *The Fourth Industrial Revolution* - Klaus Schwab 2017-01-03

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial

intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine “smart factories” in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future—one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

**More from Less** - Andrew McAfee 2020-10-13

From the coauthor of the New York Times bestseller *The Second Machine Age*, a paradigm-shifting argument “full of fascinating information and provocative insights” (Publishers Weekly, starred review)—demonstrating that we are increasing prosperity while using fewer natural resources. Throughout history, the only way for humanity to grow was by degrading the Earth: chopping down forests, polluting the air and water, and endlessly using up resources. Since the first Earth Day in 1970, the focus has been on radically changing course: reducing our consumption, tightening our belts, and learning to share and reuse. Is that argument correct? Absolutely not. In *More from Less*, McAfee argues that to solve our ecological problems we should do the opposite of what a decade of conventional wisdom suggests. Rather than reduce and conserve, we should rely on the cost-consciousness built into capitalism and the streamlining miracles of technology to create a more efficient world. America—a large, high-tech country that accounts for about 25%

of the global economy—is now generally using less of most resources year after year, even as its economy and population continue to grow. What’s more, the US is polluting the air and water less, emitting fewer greenhouse gases, and replenishing endangered animal populations. And, as McAfee shows, America is not alone. Other countries are also transforming themselves in fundamental ways. What has made this turnabout possible? One thing, primarily: the collaboration between technology and capitalism, although good governance and public awareness have also been critical. McAfee does warn of issues that haven’t been solved, like global warming, overfishing, and communities left behind as capitalism and tech progress race forward. But overall, *More from Less* is a revelatory and “deeply engaging” (Booklist) account of how we’ve stumbled into an unexpectedly better balance with nature—one that holds out the promise of more abundant and greener centuries ahead.

[The Zero Marginal Cost Society](#) - Jeremy Rifkin 2014-04-01

In *The Zero Marginal Cost Society*, New York Times bestselling author Jeremy Rifkin describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services, precipitating the meteoric rise of a global Collaborative Commons and the eclipse of capitalism. Rifkin uncovers a paradox at the heart of capitalism that has propelled it to greatness but is now taking it to its death—the inherent entrepreneurial dynamism of competitive markets that drives productivity up and marginal costs down, enabling businesses to reduce the price of their goods and services in order to win over consumers and market share. (Marginal cost is the cost of producing additional units of a good or service, if fixed costs are not counted.) While economists have always welcomed a reduction in marginal cost, they never anticipated the possibility of a technological revolution that might bring marginal costs to near zero, making goods and services priceless, nearly free, and abundant, and no longer subject to market forces. Now, a formidable new technology infrastructure—the Internet of things (IoT)—is emerging with the potential of pushing large segments of economic life to near zero marginal cost in the years ahead. Rifkin describes how the

Communication Internet is converging with a nascent Energy Internet and Logistics Internet to create a new technology platform that connects everything and everyone. Billions of sensors are being attached to natural resources, production lines, the electricity grid, logistics networks, recycling flows, and implanted in homes, offices, stores, vehicles, and even human beings, feeding Big Data into an IoT global neural network. Prosumers can connect to the network and use Big Data, analytics, and algorithms to accelerate efficiency, dramatically increase productivity, and lower the marginal cost of producing and sharing a wide range of products and services to near zero, just like they now do with information goods. The plummeting of marginal costs is spawning a hybrid economy—part capitalist market and part Collaborative Commons—with far reaching implications for society, according to Rifkin. Hundreds of millions of people are already transferring parts of their economic lives to the global Collaborative Commons. Prosumers are plugging into the fledgling IoT and making and sharing their own information, entertainment, green energy, and 3D-printed products at near zero marginal cost. They are also sharing cars, homes, clothes and other items via social media sites, rentals, redistribution clubs, and cooperatives at low or near zero marginal cost. Students are enrolling in free massive open online courses (MOOCs) that operate at near zero marginal cost. Social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy. In this new world, social capital is as important as financial capital, access trumps ownership, sustainability supersedes consumerism, cooperation ousts competition, and "exchange value" in the capitalist marketplace is increasingly replaced by "sharable value" on the Collaborative Commons. Rifkin concludes that capitalism will remain with us, albeit in an increasingly streamlined role, primarily as an aggregator of network services and solutions, allowing it to flourish as a powerful niche player in the coming era. We are, however, says Rifkin, entering a world beyond markets where we are learning how to live together in an increasingly interdependent global Collaborative

Commons.

Algeny - Jeremy Rifkin 1984

Examines the background, transformations, and present and future implications of genetic engineering and the biological revolution and argues that we are on the verge of a shift more profound than the Industrial Revolution

*The Economics of Information Technology* - Hal R. Varian 2004-12-23

The Economics of Information Technology is a concise and accessible review of some of the important economic factors affecting information technology industries. These industries are characterized by high fixed costs and low marginal costs of production, large switching costs for users, and strong network effects. These factors combine to produce some unique behavior. The book consists of two parts. In the first part, Professor Varian outlines the basic economics of these industries. In the second part, Professors Farrell and Shapiro describe the impact of these factors on competition policy. The clarity of the analysis and exposition makes this an ideal introduction for undergraduate and graduate students in economics, business strategy, law and related areas.

*The Age of Access* - Jeremy Rifkin 2001

Capitalism without Capital - Jonathan Haskel 2018-10-16

Early in the twenty-first century, a quiet revolution occurred. For the first time, the major developed economies began to invest more in intangible assets, like design, branding, and software, than in tangible assets, like machinery, buildings, and computers. For all sorts of businesses, the ability to deploy assets that one can neither see nor touch is increasingly the main source of long-term success. But this is not just a familiar story of the so-called new economy. Capitalism without Capital shows that the growing importance of intangible assets has also played a role in some of the larger economic changes of the past decade, including the growth in economic inequality and the stagnation of productivity. Jonathan Haskel and Stian Westlake explore the unusual economic characteristics of intangible investment and discuss how an economy rich in intangibles is fundamentally different from one based on

tangibles. Capitalism without Capital concludes by outlining how managers, investors, and policymakers can exploit the characteristics of an intangible age to grow their businesses, portfolios, and economies.

**The Wealth of Networks** - Yochai Benkler 2006-01-01

Describes how patterns of information, knowledge, and cultural production are changing. The author shows that the way information and knowledge are made available can either limit or enlarge the ways people create and express themselves. He describes the range of legal and policy choices that confront.

**The New Human Rights Movement** - Peter Joseph 2017-03-21

Society is broken. We can design our way to a better one. In our interconnected world, self-interest and social-interest are rapidly becoming indistinguishable. If current negative trajectories remain, including growing climate destabilization, biodiversity loss, and economic inequality, an impending future of ecological collapse and societal destabilization will make "personal success" virtually meaningless. Yet our broken social system incentivizes behavior that will only make our problems worse. If true human rights progress is to be achieved today, it is time we dig deeper—rethinking the very foundation of our social system. In this engaging, important work, Peter Joseph, founder of the world's largest grassroots social movement—The Zeitgeist Movement—draws from economics, history, philosophy, and modern public-health research to present a bold case for rethinking activism in the 21st century. Arguing against the long-standing narrative of universal scarcity and other pervasive myths that defend the current state of affairs, The New Human Rights Movement illuminates the structural causes of poverty, social oppression, and the ongoing degradation of public health, and ultimately presents the case for an updated economic approach. Joseph explores the potential of this grand shift and how we can design our way to a world where the human family has become truly sustainable. The New Human Rights Movement reveals the critical importance of a unified activism working to overcome the inherent injustice of our system. This book warns against what is in store if we continue to ignore the flaws of our socioeconomic approach, while

also revealing the bright and expansive future possible if we succeed. Will you join the movement?

**The New Capitalist Manifesto** - Umair Haque 2011-01-04

In this manifesto-style book, radical economist and strategist Umair Haque calls for the end of the corrupt business ideals that exemplify business as usual. His passionate vision for "Capitalism 2.0," or "constructive capitalism," is one in which old paradigms of wasteful growth, inefficient competition, and self-destructive ideals are left far behind at this reset moment. According to the Haque, the economic crisis was not a market failure or even a financial crisis, but an institutional one. Haque details a holistic five-step plan for both reducing the negative and exploitive nature of the current system and ensuring positive social and economic growth for the future. Haque calls for a reexamination of ideals, and urges business away from competition and rivalries and toward a globally-conscious and constructive model--and a constructive future. Haque argues that companies must learn to orient their business models around: - renewal in order to maximize efficiency - equity in order to maximize productivity - meaning in order to maximize effectiveness - democracy in order to maximize agility - peace in order to maximize evolvability These new business ideals focus on the human element - not profit exclusively - and are easily tailored for any size or type of business, as long as they are willing to make bold and sustained changes to the current system.

**Digital Capitalism** - Dan Schiller 1999

Schiller explores how corporate domination is changing the political and social underpinnings of the Internet. He argues that the market driven policies which govern the Internet are exacerbating existing social inequalities.

**Biosphere Politics** - Jeremy Rifkin 1992

Tracing the ecological crisis back to the victory of merchants over the Church, the enclosure of common land and the collapse of feudalism, the author predicts the end of the nation state and the multinational corporation, and suggests new ways of living in a global community.

**The Age of Access** - Jeremy Rifkin 2001

Imagine waking up one day to find that virtually everything you do has become a paid for experience. It is part of a fundamental change taking place in the nature of business, contends Jeremy Rifkin. After several hundred years as the organising principles of civilisation, the traditional market systems is beginning to break down. On the horizon looms the age of access, where we trade experiences instead of objects.

*Internet and Society* - Christian Fuchs 2007-12-12

In this exceptional study, Christian Fuchs discusses how the internet has transformed the lives of human beings and social relationships in contemporary society. By outlining a social theory of the internet and the information society, he demonstrates how the ecological, economic, political, and cultural systems of contemporary society have been transformed by new ICTs. Fuchs highlights how new forms of cooperation and competition are advanced and supported by the internet in subsystems of society and also discusses opportunities and risks of the information society.

**The Third Industrial Revolution** - Jeremy Rifkin 2011-10-04

The Industrial Revolution, powered by oil and other fossil fuels, is spiraling into a dangerous endgame. The price of gas and food are climbing, unemployment remains high, the housing market has tanked, consumer and government debt is soaring, and the recovery is slowing. Facing the prospect of a second collapse of the global economy, humanity is desperate for a sustainable economic game plan to take us into the future. Here, Jeremy Rifkin explores how Internet technology and renewable energy are merging to create a powerful "Third Industrial Revolution." He asks us to imagine hundreds of millions of people producing their own green energy in their homes, offices, and factories, and sharing it with each other in an "energy internet," just like we now create and share information online. Rifkin describes how the five-pillars of the Third Industrial Revolution will create thousands of businesses, millions of jobs, and usher in a fundamental reordering of human relationships, from hierarchical to lateral power, that will impact the way we conduct commerce, govern society, educate our children, and engage in civic life. Rifkin's vision is already gaining traction in the international

community. The European Union Parliament has issued a formal declaration calling for its implementation, and other nations in Asia, Africa, and the Americas, are quickly preparing their own initiatives for transitioning into the new economic paradigm. The Third Industrial Revolution is an insider's account of the next great economic era, including a look into the personalities and players — heads of state, global CEOs, social entrepreneurs, and NGOs — who are pioneering its implementation around the world.

*Digitising the Industry - Internet of Things Connecting the Physical, Digital and Virtual Worlds* - Peter Friess 2016-07-07

This book provides an overview of the current Internet of Things (IoT) landscape, ranging from the research, innovation and development priorities to enabling technologies in a global context. A successful deployment of IoT technologies requires integration on all layers, be it cognitive and semantic aspects, middleware components, services, edge devices/machines and infrastructures. It is intended to be a standalone book in a series that covers the Internet of Things activities of the IERC - Internet of Things European Research Cluster from research to technological innovation, validation and deployment. The book builds on the ideas put forward by the European Research Cluster and the IoT European Platform Initiative (IoT-EPI) and presents global views and state of the art results on the challenges facing the research, innovation, development and deployment of IoT in the next years. The IoT is bridging the physical world with virtual world and requires sound information processing capabilities for the "digital shadows" of these real things. The research and innovation in nanoelectronics, semiconductor, sensors/actuators, communication, analytics technologies, cyber-physical systems, software, swarm intelligent and deep learning systems are essential for the successful deployment of IoT applications. The emergence of IoT platforms with multiple functionalities enables rapid development and lower costs by offering standardised components that can be shared across multiple solutions in many industry verticals. The IoT applications will gradually move from vertical, single purpose solutions to multi-purpose and collaborative applications interacting

across industry verticals, organisations and people, being one of the essential paradigms of the digital economy. Many of those applications still have to be identified and involvement of end-users including the creative sector in this innovation is crucial. The IoT applications and deployments as integrated building blocks of the new digital economy are part of the accompanying IoT policy framework to address issues of horizontal nature and common interest (i.e. privacy, end-to-end security, user acceptance, societal, ethical aspects and legal issues) for providing trusted IoT solutions in a coordinated and consolidated manner across the IoT activities and pilots. In this, context IoT ecosystems offer solutions beyond a platform and solve important technical challenges in the different verticals and across verticals. These IoT technology ecosystems are instrumental for the deployment of large pilots and can easily be connected to or build upon the core IoT solutions for different applications in order to expand the system of use and allow new and even unanticipated IoT end uses. Technical topics discussed in the book include: Introduction Digitising industry and IoT as key enabler in the new era of Digital Economy IoT Strategic Research and Innovation Agenda IoT in the digital industrial context: Digital Single Market Integration of heterogeneous systems and bridging the virtual, digital and physical worlds Federated IoT platforms and interoperability Evolution from intelligent devices to connected systems of systems by adding new layers of cognitive behaviour, artificial intelligence and user interfaces. Innovation through IoT ecosystems Trust-based IoT end-to-end security, privacy framework User acceptance, societal, ethical aspects and legal issues Internet of Things Applications

#### **Beyond Beef** - Jeremy Rifkin 1994

In the first three parts of this book an exploration of the historical role of cattle in Western civilization is given. Part four examines the human impact of the modern cattle complex and the world beef culture. The range of environmental threats that have been created, in part, by the modern cattle complex is described in part five. Part six examines the psychology of cattle complexes and the politics of beef eating in Western

society. The author hopes that this book will contribute to moving our society beyond beef

#### **The Green New Deal** - Jeremy Rifkin 2019-09-10

An urgent plan to confront climate change, transform the American economy, and create a green post-fossil fuel culture. A new vision for America's future is quickly gaining momentum. Facing a global emergency, a younger generation is spearheading a national conversation around a Green New Deal and setting the agenda for a bold political movement with the potential to revolutionize society. Millennials, the largest voting bloc in the country, are now leading on the issue of climate change. While the Green New Deal has become a lightning rod in the political sphere, there is a parallel movement emerging within the business community that will shake the very foundation of the global economy in coming years. Key sectors of the economy are fast-decoupling from fossil fuels in favor of ever cheaper solar and wind energies and the new business opportunities and employment that accompany them. New studies are sounding the alarm that trillions of dollars in stranded fossil fuel assets could create a carbon bubble likely to burst by 2028, causing the collapse of the fossil fuel civilization. The marketplace is speaking, and governments will need to adapt if they are to survive and prosper. In *The Green New Deal*, New York Times bestselling author and renowned economic theorist Jeremy Rifkin delivers the political narrative and economic plan for the Green New Deal that we need at this critical moment in history. The concurrence of a stranded fossil fuel assets bubble and a green political vision opens up the possibility of a massive shift to a post-carbon ecological era, in time to prevent a temperature rise that will tip us over the edge into runaway climate change. With twenty-five years of experience implementing Green New Deal-style transitions for both the European Union and the People's Republic of China, Rifkin offers his vision for how to transform the global economy and save life on Earth.

#### *Essential Prosperity* - Napoleon Hill 2022-11-08

The ultimate collection of books for life-changing wealth and success. It's time to stop living your life on the margins and claim the financial

success you deserve. Essential Prosperity is a treasury of wisdom that will empower you to move from a life of want—defined by debt, fear, and missed possibilities—to one of true success. You have the power and potential to create the life of abundance you've always imagined and Essential Prosperity will show you how. Essential Prosperity includes fourteen life-changing books from the thought leaders and teachers whose work has changed the world, including: - The Richest Man in Babylon by George S. Clason - Think and Grow Rich by Napoleon Hill - Power of Your Subconscious Mind by Joseph Murphy - As a Man Thinketh by James Allen - Science of Getting Rich by Wallace Wattles - The Game of Life by Florence Scovel Shinn - The Golden Key by Emmet Fox - The Go-Getter by Peter B. Kyne - How to Live on 24 Hours a Day by Arnold Bennett - Acres of Diamonds by Russell Conwell - Creative Mind and Success by Ernest Holmes - The Secret of Success by William Walker Atkinson - The Life Power and How to Use It by Elizabeth Towne - Prosperity by Annie Rix Miltz These experts speak from every background—from self-help and spirituality to finance and business—each of them sharing the secrets to building life changing

wealth and prosperity.

**Time Wars** - Jeremy Rifkin 1989

Time Wars is for anyone who has ever wondered why, in a culture so obsessed with efficiency, we seem to have so little time we can call our own. A courageous, thought-provoking challenge to conventional wisdom.

**The Zero Marginal Cost Society** - Jeremy Rifkin 2015

The capitalist era is passing. Rising in its wake is a new global collaborative Commons that will transform our way of life. Jeremy Rifkin explains that intense competition is forcing the introduction of ever newer technologies, in turn boosting productivity to the point where the marginal cost of producing additional units is nearly zero.

**The European Dream** - Jeremy Rifkin 2004

The best-selling author of The End of Work examines the decline of the American Dream as Americans are increasingly overworked, underpaid, and lacking time and describes its alternative as exemplified in the lifestyle of the New Europe, one that is more leisurely, healthy, prosperous, and sustainable.