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The Zero Marginal Cost Society

By Jeremy Rifkin

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, The Zero Marginal Cost Society, Jeremy Rifkin, The capitalist era is passing. Rising in its wake is a new global collaborative Commons that will fundamentally transform our way of life. Bestselling author 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, making the product essentially free. In turn, profits are drying up, property ownership is becoming meaningless, and an economy based on scarcity is giving way to an economy of abundance. Rifkin describes how hundreds of millions of people are already transferring parts of their economic lives from capitalist markets to networked Commons. "Prosumers" are producing their own information, entertainment, energy, and 3-D printed products at nearly zero marginal cost, and sharing them via social media sites and other venues. Students are enrolling in massive open online courses (MOOCs) that also operate at near-zero marginal cost. As a result, "exchange value" in the marketplace is increasingly being replaced by "use value" on the collaborative Commons. Identity is less bound to what one owns and more to what one shares....



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Reviews

Very beneficial to all category of folks. We have study and that i am sure that i will planning to go through yet again again in the future. Its been printed in an extremely straightforward way in fact it is just soon after i finished reading this pdf where actually changed me, alter the way i really believe.

-- Emmett Mann

Comprehensive information! Its this sort of great go through. It really is rally interesting through studying time. I am just quickly can get a satisfaction of looking at a created pdf.

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