

The Netflix Effect

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The Negro Motorist Green Book - Victor H. Green

The idea of "The Green Book" is to give the Motorist and Tourist a Guide not only of the Hotels and Tourist Homes in all of the large cities, but other classifications that will be found useful wherever he may be. Also facts and information that the Negro Motorist can use and depend upon. There are thousands of places that the public doesn't know about and aren't listed. Perhaps you know of some? If so send in their names and addresses and the kind of business, so that we might pass it along to the rest of your fellow Motorists. You will find it handy on your travels, whether at home or in some other state, and is up to date. Each year we are compiling new lists as some of these places move, or go out of business and new business places are started giving added employment to members of our race.

On-Demand Culture - Chuck Tryon 2013-07-18

The movie industry is changing rapidly, due in part to the adoption of digital technologies. Distributors now send films to theaters electronically. Consumers can purchase or rent movies instantly online and then watch them on their high-definition televisions, their laptops, or even their cell phones. Meanwhile, social media technologies allow independent filmmakers to raise money and sell their movies directly to the public. All of these changes contribute to an "on-demand culture," a shift that is radically altering film culture and contributing to a much more personalized viewing experience. Chuck Tryon offers a compelling introduction to a world in which movies have become digital files. He navigates the complexities of digital delivery to show how new modes of access—online streaming services like YouTube or Netflix, digital downloads at iTunes, the popular Redbox DVD kiosks in grocery stores, and movie theaters offering digital projection of such 3-D movies as *Avatar*—are redefining how audiences obtain and consume motion picture entertainment. Tryon also tracks the reinvention of independent movies and film festivals by enterprising artists who have built their own fundraising and distribution models online. Unique in its focus on the effects of digital technologies on movie distribution, *On-Demand Culture* offers a corrective to address the rapid changes in the film industry now that movies are available at the click of a button.

The Paradox of Choice - Barry Schwartz 2009-10-13

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

Choice Hacking - Jennifer L. Clinehens 2020-06-16

What if you could use Nobel prize-winning science to predict the choices your customers will make? Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In *Choice Hacking*, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish *Choice Hacking* feeling confident and ready to transform your experience with science. In *Choice Hacking*, you'll discover: - How to make sure your customer experience is designed for what people do (not what they say they'll do) - How to increase the odds that customers will make the "right choice" in any environment - How to design user experiences that drive action and engagement - How to create retail experiences that persuade and drive brand love - How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences Additional resources included with the book: - Access to free video Companion Course - Access to exclusive free resources, tools, examples, and use cases online Who will benefit from reading *Choice Hacking*? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in *Choice Hacking*. About the Author Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of *CX That Sings: An Introduction To Customer Journey Mapping*. To learn more about this book or contact the author, please visit ChoiceHacking.com
I Am Not Your Perfect Mexican Daughter - Erika L. Sánchez 2019-03-05

#1 NEW YORK TIMES BESTSELLER • A "stunning" (America Ferrera) YA novel about a teenager coming to terms with losing her sister and finding herself amid the pressures, expectations, and stereotypes of growing up in a Mexican American home. "Alive and crackling—a gritty tale wrapped in a page-turner."—The New York Times Perfect Mexican daughters do not go away to college. And they do not move out of their parents' house after high school graduation. Perfect Mexican daughters never abandon their family. But Julia is not your perfect Mexican daughter. That was Olga's role. Then a tragic accident on the busiest street in Chicago leaves Olga dead and Julia left behind to reassemble the shattered pieces of her family. And no one seems to acknowledge that Julia is broken, too. Instead, her mother seems to channel her grief into pointing out every possible way Julia has failed. But it's not long before Julia discovers that Olga might not have been as perfect as everyone thought. With the help of her best friend Lorena, and her first love, first everything boyfriend Connor, Julia is determined to find out. Was Olga really what she seemed? Or was there more to her sister's story? And either way, how can Julia even attempt to live up to a seemingly impossible ideal?

The Ambivalent Internet - Whitney Phillips 2018-03-15

This book explores the weird and mean and in-between that characterize everyday expression online, from absurdist photoshops to antagonistic Twitter hashtags to deceptive identity play. Whitney Phillips and Ryan M. Milner focus especially on the ambivalence of this expression: the fact that it is too unwieldy, too variable across cases, to be essentialized as old or new, vernacular or institutional, generative or destructive. Online expression is, instead, all of the above. This ambivalence, the authors

argue, hinges on available digital tools. That said, there is nothing unexpected or surprising about even the strangest online behavior. Ours is a brave new world, and there is nothing new under the sun – a point necessary to understanding not just that online spaces are rife with oddity, mischief, and antagonism, but why these behaviors matter. The Ambivalent Internet is essential reading for students and scholars of digital media and related fields across the humanities, as well as anyone interested in mediated culture and expression.

A Life on Our Planet - Sir David Attenborough 2020-10-06

Goodreads Choice Award Winner for Best Science & Technology Book of the Year In this scientifically informed account of the changes occurring in the world over the last century, award-winning broadcaster and natural historian shares a lifetime of wisdom and a hopeful vision for the future. See the world. Then make it better. I am 93. I've had an extraordinary life. It's only now that I appreciate how extraordinary. As a young man, I felt I was out there in the wild, experiencing the untouched natural world - but it was an illusion. The tragedy of our time has been happening all around us, barely noticeable from day to day -- the loss of our planet's wild places, its biodiversity. I have been witness to this decline. A Life on Our Planet is my witness statement, and my vision for the future. It is the story of how we came to make this, our greatest mistake -- and how, if we act now, we can yet put it right. We have one final chance to create the perfect home for ourselves and restore the wonderful world we inherited. All we need is the will to do so.

Netflix Nostalgia - Kathryn Pallister 2019-04-15

Netflix Nostalgia examines Netflix as both a creator and a distributor of nostalgic content, with contributions from scholars from around the world. The chapters examine the role of nostalgia in Netflix's brand identity, ideological messages about nostalgia in Netflix content, and audience responses to nostalgia on the Netflix platform.

African Samurai - Thomas Lockley 2019-04-30

This biography of the first foreign-born samurai and his journey from Africa to Japan is "a readable, compassionate account of an extraordinary life" (The Washington Post). When Yasuke arrived in Japan in the late 1500s, he had already traveled much of the known world. Kidnapped as a child, he had ended up a servant and bodyguard to the head of the Jesuits in Asia, with whom he traversed India and China learning multiple languages as he went. His arrival in Kyoto, however, literally caused a riot. Most Japanese people had never seen an African man before, and many of them saw him as the embodiment of the black-skinned Buddha. Among those who were drawn to his presence was Lord Nobunaga, head of the most powerful clan in Japan, who made Yasuke a samurai in his court. Soon, he was learning the traditions of Japan's martial arts and ascending the upper echelons of Japanese society. In the four hundred years since, Yasuke has been known in Japan largely as a legendary, perhaps mythical figure. Now African Samurai presents the never-before-told biography of this unique figure of the sixteenth century, one whose travels between countries and cultures offers a new perspective on race in world history and a vivid portrait of life in medieval Japan. "Fast-paced, action-packed writing. . . . A new and important biography and an incredibly moving study of medieval Japan and solid perspective on its unification. Highly recommended." —Library Journal (starred review) "Eminently readable. . . . a worthwhile and entertaining work." —Publishers Weekly "A unique story of a unique man, and yet someone with whom we can all identify." —Jack Weatherford, New York Times–bestselling author of Genghis Khan

Unorthodox - Deborah Feldman 2012-10-02

Traces the author's upbringing in a Hasidic community in Brooklyn, describing the strict rules that governed her life, arranged marriage at the age of seventeen, and the birth of her son, which led to her plan to leave and forge her own path in life.

Reinventing Cinema - Chuck Tryon 2009-06-29

For over a century, movies have played an important role in our lives, entertaining us, often provoking conversation and debate. Now, with the rise of digital cinema, audiences often encounter movies outside the theater and even outside the home. Traditional distribution models are challenged by new media entrepreneurs and independent film makers, user-generated video, film blogs, mashups, downloads, and other expanding networks. Reinventing Cinema examines film culture at the turn of this century, at the precise moment when digital media are altering our historical relationship with the movies. Spanning multiple disciplines, Chuck Tryon addresses the interaction between production, distribution, and reception of films, television, and other new and emerging media. Through close readings of trade publications, DVD extras, public lectures by new media leaders, movie blogs, and YouTube

videos, Tryon navigates the shift to digital cinema and examines how it is altering film and popular culture.

Netflix at the Nexus - Theo Plothe 2019

This book provides a transnational perspective on Netflix's changing role in the media landscape through chapters from leading international scholars in television and internet studies.

Streaming, Sharing, Stealing - Michael D. Smith 2017-08-25

How big data is transforming the creative industries, and how those industries can use lessons from Netflix, Amazon, and Apple to fight back. "[The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed." —The Wall Street Journal "Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires." —Financial Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries—and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music. We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little "moneyball." The bottom line: follow the data.

The Innocent Man - John Grisham 2010-03-16

#1 NEW YORK TIMES BESTSELLER • John Grisham's first work of nonfiction: a true crime story that will terrify anyone who believes in the presumption of innocence. • LOOK FOR THE NETFLIX ORIGINAL DOCUMENTARY SERIES "Both an American tragedy and [Grisham's] strongest legal thriller yet, all the more gripping because it happens to be true."—Entertainment Weekly In the town of Ada, Oklahoma, Ron Williamson was going to be the next Mickey Mantle. But on his way to the Big Leagues, Ron stumbled, his dreams broken by drinking, drugs, and women. Then, on a winter night in 1982, not far from Ron's home, a young cocktail waitress named Debra Sue Carter was savagely murdered. The investigation led nowhere. Until, on the flimsiest evidence, it led to Ron Williamson. The washed-up small-town hero was charged, tried, and sentenced to death—in a trial littered with lying witnesses and tainted evidence that would shatter a man's already broken life, and let a true killer go free. Impeccably researched, grippingly told, filled with eleventh-hour drama, The Innocent Man reads like a page-turning legal thriller. It is a book no American can afford to miss.

Six of Crows - Leigh Bardugo 2015-09-29

The Grishaverse will be coming to Netflix soon with Shadow and Bone, an original series Enter the Grishaverse with the #1 New York Times–bestselling Six of Crows. Ketterdam: a bustling hub of international trade where anything can be had for the right price—and no one knows that better than criminal prodigy Kaz Brekker. Kaz is offered a chance at a deadly heist that could make him rich beyond his wildest dreams. But he can't pull it off alone. . . . A convict with a thirst for revenge. A sharpshooter who can't walk away from a wager. A runaway with a privileged past. A spy known as the Wraith. A Heartrender using her magic to survive the slums. A thief with a gift for unlikely escapes. Six dangerous outcasts. One impossible heist. Kaz's crew is the only thing that might stand between the world and destruction—if they don't kill each other first. Six of Crows by Leigh Bardugo returns to the breathtaking world of the Grishaverse in this unforgettable tale about the opportunity—and the adventure—of a lifetime. "Six of Crows is a twisty and elegantly crafted masterpiece that thrilled me from the beginning to end." -New York Times–bestselling author Holly Black "Six of Crows is] one of those all-too-rare, unputdownable books that keeps

your eyes glued to the page and your brain scrambling to figure out what's going to happen next." -Michael Dante DiMartino, co-creator of Avatar: The Last Airbender and The Legend of Korra "There's conflict between morality and amorality and an appetite for sometimes grimace-inducing violence that recalls the Game of Thrones series. But for every bloody exchange there are pages of crackling dialogue and sumptuous description. Bardugo dives deep into this world, with full color and sound. If you're not careful, it'll steal all your time." --The New York Times Book Review Praise for the Grishaverse "A master of fantasy." --The Huffington Post "Utterly, extremely bewitching." --The Guardian "The best magic universe since Harry Potter." --Bustle "This is what fantasy is for." --The New York Times Book Review "A] world that feels real enough to have its own passport stamp." --NPR "The darker it gets for the good guys, the better." --Entertainment Weekly "Sultry, sweeping and picturesque. . . Impossible to put down." --USA Today "There's a level of emotional and historical sophistication within Bardugo's original epic fantasy that sets it apart." --Vanity Fair "Unlike anything I've ever read." --Veronica Roth, bestselling author of Divergent "Bardugo crafts a first-rate adventure, a poignant romance, and an intriguing mystery" --Rick Riordan, bestselling author of the Percy Jackson series "This is a great choice for teenage fans of George R.R. Martin and J.R.R. Tolkien." -RT Book Reviews Read all the books in the Grishaverse The Shadow and Bone Trilogy (previously published as The Grisha Trilogy) Shadow and Bone Siege and Storm Ruin and Rising The Six of Crows Duology Six of Crows Crooked Kingdom The Language of Thorns: Midnight Tales and Dangerous Magic

The Future Of Book Publishing - Joel Stafford 2020-07-15

Are you planning to publish your thoughts in 10-15 years? Learn how book publishing will change in the future. As a book marketer, I experience an extensive change in the publishing industry (not just in book publishing). Just a few examples: "The Netflix Effect" Netflix publishes many movies and series based on book stories which customers consume from their own home, this emerged a huge need for good stories. Audiobook is a new way how we consume books, Amazon understood that by launching it's Audible platform. From marketing point of view today this is the only platform where you can achieve success without particular marketing activity. Younger generations like Generation Z and Alpha don't read books at all (maybe sometimes). They like good stories but they demand visual experience. Twitch and the whole "live streaming" experience is a new way how streamers entertain younger generations, but currently, it isn't more than a live show entertainment. What if we would spice up the experience with some good stories? Artificial Intelligence and machine learning will change the publishing industry, by giving a completely new toolset for film (and publishing) industry. What if we could turn a book into a movie as a matter of second? Is it the near or far future?

The Fountainhead - Ayn Rand 2005-04-26

The revolutionary literary vision that sowed the seeds of Objectivism, Ayn Rand's groundbreaking philosophy, and brought her immediate worldwide acclaim. This modern classic is the story of intransigent young architect Howard Roark, whose integrity was as unyielding as granite...of Dominique Francon, the exquisitely beautiful woman who loved Roark passionately, but married his worst enemy...and of the fanatic denunciation unleashed by an enraged society against a great creator. As fresh today as it was then, Rand's provocative novel presents one of the most challenging ideas in all of fiction—that man's ego is the fountainhead of human progress... "A writer of great power. She has a subtle and ingenious mind and the capacity of writing brilliantly, beautifully, bitterly...This is the only novel of ideas written by an American woman that I can recall."—The New York Times

Ollie's Odyssey - William Joyce 2016-04-12

In the secret realm of toys, there are many mysteries.

Chess for Kids - Michael Basman 2006-01-23

A children's step-by-step visual guide to the rules, skills, and techniques of chess-by International Master and renowned chess tutor Michael Basman. From the history of chess and the aim of the game to essential tactics and taking it even farther in clubs, tournaments, and championships, Chess for Kids covers it all. Before explaining techniques, the ebook details each piece-pawns, bishops, the king, and more-to ensure kids have a comprehensive understanding before they begin to play. Chess board graphics illustrate different scenarios and support the text explanations so readers can visualize different moves and their potential outcomes as they go. Let Chess for Kids and International Master Michael Basman turn you into a champion chess player.

Einstein - Walter Isaacson 2008-09-04

NOW A MAJOR SERIES 'GENIUS' ON NATIONAL GEOGRAPHIC, PRODUCED BY RON HOWARD AND STARRING GEOFFREY RUSH Einstein is the great icon of our age: the kindly refugee from oppression whose wild halo of hair, twinkling eyes, engaging humanity and extraordinary brilliance made his face a symbol and his name a synonym for genius. He was a rebel and nonconformist from boyhood days. His character, creativity and imagination were related, and they drove both his life and his science. In this marvellously clear and accessible narrative, Walter Isaacson explains how his mind worked and the mysteries of the universe that he discovered. Einstein's success came from questioning conventional wisdom and marvelling at mysteries that struck others as mundane. This led him to embrace a worldview based on respect for free spirits and free individuals. All of which helped make Einstein into a rebel but with a reverence for the harmony of nature, one with just the right blend of imagination and wisdom to transform our understanding of the universe. This new biography, the first since all of Einstein's papers have become available, is the fullest picture yet of one of the key figures of the twentieth century. This is the first full biography of Albert Einstein since all of his papers have become available -- a fully realised portrait of this extraordinary human being, and great genius. Praise for EINSTEIN by Walter Isaacson:- 'YOU REALLY MUST READ THIS.' Sunday Times 'As pithy as Einstein himself.' New Scientist '[A] brilliant biography, rich with newly available archival material.' Literary Review 'Beautifully written, it renders the physics understandable.' Sunday Telegraph 'Isaacson is excellent at explaining the science.' Daily Express

Smokes And Whiskey - Tejaswini Divya Naik 2019-08-03

The book is a collection of 42 poems on relationships, the ups and downs that come along with it, falling apart like rubble, but then finding oneself, gathering that strength back and building yourself up, back from that same rubble. This book would make everyone feel what poet felt while writing it, and that love is a universal thing, and her story is not unique. And the hope that this makes them see that there is a beyond and that they can come out happy and clean. And, that this makes them braver than they already are, and gives them that little extra push and strength that they probably need.

Design, User Experience, and Usability: Design Discourse - Aaron Marcus 2015-07-20

The three-volume set LNCS 9186, 9187, and 9188 constitutes the proceedings of the 4th International Conference on Design, User Experience, and Usability, DUXU 2015, held as part of the 17th International Conference on Human-Computer Interaction, HCII 2015, in Los Angeles, CA, USA, in August 2015, jointly with 13 other thematically similar conferences. The total of 1462 papers and 246 posters presented at the HCII 2015 conferences were carefully reviewed and selected from 4843 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The total of 132 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three-volume set. The 61 papers included in this volume are organized in topical sections on design thinking, user experience design and usability methods and tools, DUXU management and practice, emotional and persuasion design, and storytelling, narrative and fiction in DUXU.

Anxious People - Fredrik Backman 2020-09-08

Instant #1 New York Times Bestseller A People Book of the Week, Book of the Month Club selection, and Best of Fall in Good Housekeeping, PopSugar, The Washington Post, New York Post, Shondaland, CNN, and more! "[A] quirky, big-hearted novel...Wry, wise, and often laugh-out-loud funny, it's a wholly original story that delivers pure pleasure." —People From the #1 New York Times bestselling author of A Man Called Ove comes a charming, poignant novel about a crime that never took place, a would-be bank robber who disappears into thin air, and eight extremely anxious strangers who find they have more in common than they ever imagined. Looking at real estate isn't usually a life-or-death situation, but an apartment open house becomes just that when a failed bank robber bursts in and takes a group of strangers hostage. The captives include a recently retired couple who relentlessly hunt down fixer-uppers to avoid the painful truth that they can't fix their own marriage. There's a wealthy bank director who has been too busy to care about anyone else and a young couple who are about to have their first child but can't seem to agree on anything, from where they want to live

to how they met in the first place. Add to the mix an eighty-seven-year-old woman who has lived long enough not to be afraid of someone waving a gun in her face, a flustered but still-ready-to-make-a-deal real estate agent, and a mystery man who has locked himself in the apartment's only bathroom, and you've got the worst group of hostages in the world. Each of them carries a lifetime of grievances, hurts, secrets, and passions that are ready to boil over. None of them is entirely who they appear to be. And all of them—the bank robber included—desperately crave some sort of rescue. As the authorities and the media surround the premises these reluctant allies will reveal surprising truths about themselves and set in motion a chain of events so unexpected that even they can hardly explain what happens next. Rich with Fredrik Backman's "pitch-perfect dialogue and an unparalleled understanding of human nature" (Shelf Awareness), *Anxious People* is an ingeniously constructed story about the enduring power of friendship, forgiveness, and hope—the things that save us, even in the most anxious times.

Star Actors in the Hollywood Renaissance - D. Smith-Rowsey
2016-04-30

In the late 1960s and early 1970s, a new generation took over the leading roles in Hollywood films. These untraditional-looking young men were promoted and understood as alienated and ironic everymen, and exerted a powerful, and until now unexplored, influence over a movement often considered the richest in Hollywood's history.

That Will Never Work - Marc Randolph 2019-09-17

In the tradition of Phil Knight's *Shoe Dog* comes the incredible untold story of how Netflix went from concept to company—all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph had an idea. It was a simple thought—leveraging the internet to rent movies—and was just one of many more and far worse proposals, like personalized baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair—with Hastings as the primary investor and Randolph as the CEO—founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty-first century's most disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts, and determination can change the world—even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time.

No Rules Rules - Reed Hastings 2020-09-08

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies. There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing

innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of *The Culture Map* and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, *No Rules Rules* is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

The Three-Body Problem - Cixin Liu 2014-11-11

Soon to be a Netflix Original Series! "War of the Worlds for the 21st century." - Wall Street Journal *The Three-Body Problem* is the first chance for English-speaking readers to experience the Hugo Award-winning phenomenon from China's most beloved science fiction author, Liu Cixin. Set against the backdrop of China's Cultural Revolution, a secret military project sends signals into space to establish contact with aliens. An alien civilization on the brink of destruction captures the signal and plans to invade Earth. Meanwhile, on Earth, different camps start forming, planning to either welcome the superior beings and help them take over a world seen as corrupt, or to fight against the invasion. The result is a science fiction masterpiece of enormous scope and vision. *The Three-Body Problem Series* *The Three-Body Problem* *The Dark Forest* *Death's End* *Other Books* *Ball Lightning* *Supernova* *Era To Hold Up The Sky* (forthcoming) At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

From Scratch - Tembi Locke 2019-04-30

Now a limited Netflix series starring Zoe Saldana! This Reese Witherspoon Book Club Pick and New York Times bestseller is "a captivating story of love lost and found" (Kirkus Reviews) set in the lush Sicilian countryside, where one woman discovers the healing powers of food, family, and unexpected grace in her darkest hours. It was love at first sight when actress Tembi met professional chef, Saro, on a street in Florence. There was just one problem: Saro's traditional Sicilian family did not approve of his marrying a black American woman. However, the couple, heartbroken but undeterred, forged on. They built a happy life in Los Angeles, with fulfilling careers, deep friendships, and the love of their lives: a baby girl they adopted at birth. Eventually, they reconciled with Saro's family just as he faced a formidable cancer that would consume all their dreams. *From Scratch* chronicles three summers Tembi spends in Sicily with her daughter, Zoela, as she begins to piece together a life without her husband in his tiny hometown hamlet of farmers. Where once Tembi was estranged from Saro's family, now she finds solace and nourishment—literally and spiritually—at her mother-in-law's table. In the Sicilian countryside, she discovers the healing gifts of simple fresh food, the embrace of a close knit community, and timeless traditions and wisdom that light a path forward. All along the way she reflects on her and Saro's romance—an incredible love story that leaps off the pages. In Sicily, it is said that every story begins with a marriage or a death—in Tembi Locke's case, it is both. "Locke's raw and heartfelt memoir will uplift readers suffering from the loss of their own loved ones" (Publishers Weekly), but her story is also about love, finding a home, and chasing flavor as an act of remembrance. *From Scratch* is for anyone who has dared to reach for big love, fought for what mattered most, and those who needed a powerful reminder that life is...delicious.

Execution IS the Strategy - Laura Stack 2014-03-03

The era of the comfy, offsite strategy retreat is over—who has the time? Beset by rapid change, leaders have to build the strategy airplane while they fly it. Agile organizations use execution (i.e., performance) to drive strategy. Laura Stack, bestselling author of *What to Do When There's Too Much to Do* (25,000 copies sold), provides the tools leaders need to adapt.

Bayou Magic - Jewell Parker Rhodes 2015-05-12

A magical coming-of-age story from Coretta Scott King honor author Jewell Parker Rhodes, rich with Southern folklore, friendship, family, fireflies and mermaids, plus an environmental twist. It's city-girl Maddy's first summer in the bayou, and she just falls in love with her new

surroundings - the glimmering fireflies, the glorious landscape, and something else, deep within the water, that only she can see. Could it be a mermaid? As her grandmother shares wisdom about sayings and signs, Maddy realizes she may be the only sibling to carry on her family's magical legacy. And when a disastrous oil leak threatens the bayou, she knows she may also be the only one who can help. Does she have what it takes to be a hero? Jewell Parker Rhodes weaves a rich tale celebrating the magic within.

Passing - Nella Larsen 2019-09-09

Generally regarded as Nella Larsen's best work, *Passing* was first published in 1929 but has received a lot of renewed attention because of its close examination of racial and sexual ambiguities. It has achieved canonical status in many American universities. Clare Kendry is living on the edge. Light-skinned, elegant, and ambitious, she is married to a racist white man unaware of her African American heritage, and has severed all ties to her past after deciding to 'pass' as a white woman. Clare's childhood friend, Irene Redfield, just as light-skinned, has chosen to remain within the African American community, and is simultaneously allured and repelled by Clare's risky decision to engage in racial masquerade for personal and societal gain. After frequenting African American-centric gatherings together in Harlem, Clare's interest in Irene turns into a homoerotic longing for Irene's black identity that she abandoned and can never embrace again, and she is forced to grapple with her decision to pass for white in a way that is both tragic and telling.

The Netflix Effect - Kevin McDonald 2016-08-11

Netflix is the definitive media company of the 21st century. It was among the first to parlay new Internet technologies into a successful business model, and in the process it changed how consumers access film and television. It is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices. Despite its transformative role, however, Netflix has drawn very little critical attention—far less than competitors such as YouTube, Apple, Amazon, Comcast, and HBO. This collection addresses this gap, as the essays are designed to critically explore the breadth and diversity of Netflix's effect from a variety of different scholarly perspectives, a necessary approach considering the hybrid nature of Netflix, its inextricable links to new models of media production, distribution, viewer engagement and consumer behavior, its relationship to existing media conglomerates and consumer electronics, its capabilities as a web-based service provider and data network, and its reliance on a broader technological infrastructure.

Malorie - Josh Malerman 2020-07-21

In the "fast-paced, frightening" (The New York Times Book Review) sequel to *Bird Box*, the inspiration for the record-breaking Netflix film starring Sandra Bullock, bestselling author Josh Malerman brings unseen horrors to life. **NOMINATED FOR THE BRAM STOKER AWARD** • "Malorie is even more of a psychological thriller than *Bird Box*, and all the scarier for it."—The Wall Street Journal Twelve years after Malorie and her children rowed up the river to safety, a blindfold is still the only thing that stands between sanity and madness. One glimpse of the creatures that stalk the world will drive a person to unspeakable violence. There remains no explanation. No solution. All Malorie can do is survive—and impart her fierce will to do so on her children. Don't get lazy, she tells them. Don't take off your blindfold. **AND DON'T LOOK.** But then comes what feels like impossible news. And with it, the first time Malorie has allowed herself to hope. Someone very dear to her, someone she believed dead, may be alive. Malorie has already lost so much: her sister, a house full of people who meant everything, and any chance at an ordinary life. But getting her life back means returning to a world full of unknowable horrors—and risking the lives of her children again. Because the creatures are not the only thing Malorie fears: There are the people who claim to have caught and experimented on the creatures. Murmurings of monstrous inventions and dangerous new ideas. And rumors that the creatures themselves have changed into something even more frightening. Malorie has a harrowing choice to make: to live by the rules of survival that have served her so well, or to venture into the darkness and reach for hope once more.

Media Marathoning - Lisa Glebatis Perks 2014-12-11

Media Marathoning analyzes readers' focused engagement with story worlds. Drawing from qualitative studies of marathoners and textual analysis of commonly marathoned stories, this book presents a holistic look at the rewards, costs, and values that course through many marathoners' experiences to chart the cultural implications of media marathoning.

The Wim Hof Method - Wim Hof 2020-10-20

INSTANT NEW YORK TIMES BESTSELLER The only definitive book authored by Wim Hof on his powerful method for realizing our physical and spiritual potential. "This method is very simple, very accessible, and endorsed by science. Anybody can do it, and there is no dogma, only acceptance. Only freedom." —Wim Hof Wim Hof has a message for each of us: "You can literally do the impossible. You can overcome disease, improve your mental health and physical performance, and even control your physiology so you can thrive in any stressful situation." With *The Wim Hof Method*, this trailblazer of human potential shares a method that anyone can use—young or old, sick or healthy—to supercharge their capacity for strength, vitality, and happiness. Wim has become known as "The Iceman" for his astounding physical feats, such as spending hours in freezing water and running barefoot marathons over deserts and ice fields. Yet his most remarkable achievement is not any record-breaking performance—it is the creation of a method that thousands of people have used to transform their lives. In his gripping and passionate style, Wim shares his method and his story, including: • **Breath**—Wim's unique practices to change your body chemistry, infuse yourself with energy, and focus your mind • **Cold**—Safe, controlled, shock-free practices for using cold exposure to enhance your cardiovascular system and awaken your body's untapped strength • **Mindset**—Build your willpower, inner clarity, sensory awareness, and innate joyfulness in the miracle of living • **Science**—How users of this method have redefined what is medically possible in study after study • **Health**—True stories and testimonials from people using the method to overcome disease and chronic illness • **Performance**—Increase your endurance, improve recovery time, up your mental game, and more • **Wim's Story**—Follow Wim's inspiring personal journey of discovery, tragedy, and triumph • **Spiritual Awakening**—How breath, cold, and mindset can reveal the beauty of your soul Wim Hof is a man on a mission: to transform the way we live by reminding us of our true power and purpose. "This is how we will change the world, one soul at a time," Wim says. "We alter the collective consciousness by awakening to our own boundless potential. We are limited only by the depth of our imagination and the strength of our conviction." If you're ready to explore and exceed the limits of your own potential, *The Wim Hof Method* is waiting for you.

Netflix Nations - Ramon Lobato 2019-01-08

How streaming services and internet distribution have transformed global television culture. Television, once a broadcast medium, now also travels through our telephone lines, fiber optic cables, and wireless networks. It is delivered to viewers via apps, screens large and small, and media players of all kinds. In this unfamiliar environment, new global giants of television distribution are emerging—including Netflix, the world's largest subscription video-on-demand service. Combining media industry analysis with cultural theory, Ramon Lobato explores the political and policy tensions at the heart of the digital distribution revolution, tracing their longer history through our evolving understanding of media globalization. *Netflix Nations* considers the ways that subscription video-on-demand services, but most of all Netflix, have irrevocably changed the circulation of media content. It tells the story of how a global video portal interacts with national audiences, markets, and institutions, and what this means for how we understand global media in the internet age. *Netflix Nations* addresses a fundamental tension in the digital media landscape - the clash between the internet's capacity for global distribution and the territorial nature of media trade, taste, and regulation. The book also explores the failures and frictions of video-on-demand as experienced by audiences. The actual experience of using video platforms is full of subtle reminders of market boundaries and exclusions: platforms are geo-blocked for out-of-region users ("this video is not available in your region"); catalogs shrink and expand from country to country; prices appear in different currencies; and subtitles and captions are not available in local languages. These conditions offer rich insight for understanding the actual geographies of digital media distribution. Contrary to popular belief, the story of Netflix is not just an American one. From Argentina to Australia, Netflix's ascension from a Silicon Valley start-up to an international television service has transformed media consumption on a global scale. *Netflix Nations* will help readers make sense of a complex, ever-shifting streaming media environment.

Netflixed - Gina Keating 2012-10-11

Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their

server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above \$3 billion. Yet long-term success-or even survival-is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. 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. Yet for all its success, Netflix is still a polarizing company. Hastings is often heralded as a visionary-he was named Business Person of the Year in 2010 by Fortune-even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for premium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.

Dash & Lily's Book of Dares - Rachel Cohn 2010-10-26

Now a Netflix original series starring Austin Abrams and Midori Francis! A whirlwind holiday season romance from the New York Times bestselling authors of Nick & Norah's Infinite Playlist. "I've left some clues for you. If you want them, turn the page. If you don't, put the book back on the shelf, please." 16-year-old Lily has left a red notebook full of challenges on her favorite bookstore shelf, waiting for just the right guy to come along and accept its dares. Dash, in a bad mood during the holidays, happens to be the first guy to pick up the notebook and rise to its challenges. What follows is a whirlwind romance as Dash and Lily trade dares, dreams, and desires in the notebook they pass back and forth at locations all across New York City. But can their in-person selves possibly connect as well as their notebook versions, or will their

scavenger hunt end in a comic mismatch of disastrous proportions? Co-written by Rachel Cohn (GINGERBREAD) and David Levithan, co-author of WILL GRAYSON, WILL GRAYSON with John Green (THE FAULT IN OUR STARS), DASH & LILY'S BOOK OF DARES is a love story that will have readers scouring bookstore shelves, looking and longing for a love (and a red notebook) of their own.

The Netflix Effect - Kevin McDonald 2018-02-22

Netflix is the definitive media company of the 21st century. It was among the first to parlay new Internet technologies into a successful business model, and in the process it changed how consumers access film and television. It is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices. Despite its transformative role, however, Netflix has drawn very little critical attention-far less than competitors such as YouTube, Apple, Amazon, Comcast, and HBO. This collection addresses this gap, as the essays are designed to critically explore the breadth and diversity of Netflix's effect from a variety of different scholarly perspectives, a necessary approach considering the hybrid nature of Netflix, its inextricable links to new models of media production, distribution, viewer engagement and consumer behavior, its relationship to existing media conglomerates and consumer electronics, its capabilities as a web-based service provider and data network, and its reliance on a broader technological infrastructure.

The Age of Netflix - Cory Barker 2017-09-12

In 2016, Netflix—with an already enormous footprint in the United States—expanded its online streaming video service to 130 new countries, adding more than 12 million subscribers in nine months and bringing its total to 87 million. The effectiveness of Netflix's content management lies in its ability to appeal to a vastly disparate global viewership without a unified cache of content. Instead, the company invests in buying or developing myriad programming and uses sophisticated algorithms to "narrowcast" to micro-targeted audience groups. In this collection of new essays, contributors explore how Netflix has become a cultural institution and transformed the way we consume popular media.