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This book brings together a series
of contributions by leading

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scholars and practitioners to examine the main features of smart contracts, as well as the response of key stakeholders in technology, business, government and the law. It explores how this new technology interfaces with

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the goals and content of contract law, introducing and evaluating several mechanisms to improve the 'observability' and reduce the costs of verifying contractual obligations and performance. It also outlines various 'design

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patterns' that ensure that end users are protected from themselves, prevent cognitive accidents, and translate expectations and values into more user-oriented agreements.

Furthermore, the chapters map

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the new risks associated with smart contracts, particularly for consumers, and consider how they might be alleviated. The book also discusses the challenge of integrating data protection and privacy concerns into the design

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of these agreements and the broad range of legal knowledge and skills required. The case for using smart contracts goes beyond 'contracts' narrowly defined, and they are increasingly used to disrupt traditional models

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of business organisation. The book discusses so-called decentralised autonomous organisations and decentralised finance as illustrations of this trend. This book is designed for those interested in looking to

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deepen their understanding of this game-changing new legal technology.

A deep dive into the political roots of advertising on the internet The contemporary internet's de facto business model is one of

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surveillance. Browser cookies follow us around the web, Amazon targets us with eerily prescient ads, Facebook and Google read our messages and analyze our patterns, and apps record our every move. In Profit

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over Privacy, Matthew Crain
gives internet surveillance a much-
needed origin story by chronicling
the development of its most
important historical catalyst: web
advertising. The first institutional
and political history of internet

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advertising, Profit over Privacy
uses the 1990s as its backdrop to
show how the massive data-
collection infrastructure that
undergirds the internet today is
the result of twenty-five years of
technical and political economic

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engineering. Crain considers the social causes and consequences of the internet's rapid embrace of consumer monitoring, detailing how advertisers and marketers adapted to the existential threat of the internet and marshaled

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venture capital to develop the now-ubiquitous business model called “surveillance advertising.” He draws on a range of primary resources from government, industry, and the press and highlights the political roots of

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internet advertising to underscore the necessity of political solutions to reign in unaccountable commercial surveillance. The dominant business model on the internet, surveillance advertising is the result of political

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choices—not the inevitable march of technology. Unlike many other countries, the United States has no internet privacy law. A fascinating prehistory of internet advertising giants like Google and Facebook, Profit over Privacy

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argues that the internet did not have to turn out this way and that it can be remade into something better.

If the stories they tell about themselves are to be believed, all of the tech giants—Apple,

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Google, Microsoft, Facebook, and Amazon—were built from the ground up through hard work, a few good ideas, and the entrepreneurial daring to seize an opportunity when it presented itself. With searing wit and

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blistering commentary Bit Tyrants provides an urgent corrective to this froth of board room marketing copy that is so often passed off as analysis. For fans of corporate fairy-tales there are no shortage of official histories that celebrate

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the innovative genius of Steve Jobs, liberal commentators who fall over themselves to laude Bill Gates's selfless philanthropy, or politicians who will tell us to listen to Mark Zuckerberg for advice on how to protect our democracy

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from foreign influence. In this highly unauthorized account of the Big Five's origins, Rob Larson sets the record straight, and in the process shreds every focus-grouped bromide about corporate benevolence he could get his

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hands on. Those readers
unwilling to smile and nod as
every day we become more
dependent on our phones and
apps to do our chores, our jobs,
and our socializing can take heart
as Larson provides us with maps

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to all the shallow graves, skeleton filled closets, and invective laced emails Big Tech left behind on its ascent to power. His withering analysis will help readers crack the code of the economic dynamics that allowed these

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companies to become near-monopolies very early on, and, with a little bit of luck, his calls for digital socialism might just inspire a viral movement for online revolution.

Social media use is pervasive,

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and so is it's perceived harmful effects, dubbed 'techlash'.

Disconnection

practices--restricting, detoxing, deleting--often reinforce rather than confront the ways social media organize attention,

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everyday life, and society. This book addresses the ambivalence, commodification, and complicity involved in attempts to separate from social media.

The Techlash and Tech Crisis
Communication

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Selections from CQ Researcher
Techlash

Beyond the Valley

The Strategies, Failures, and
Evolution of the Tech Industry

Profit over Privacy

How to compete in a world

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***dominated by tech giants. A
new breed of monopolies is
threatening your business.
Tech mega-firms from
around the world are
encroaching on your
industry's space, rewriting***

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***the rules, and scooping up
talent--and your customers.
What should you and your
company be doing right now
to counter these challenges?
Monopolies and Tech Giants:
The Insights You Need from***

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***Harvard Business Review
will provide you with today's
most essential thinking on
corporate inequality and the
future of antitrust, help you
understand what these
threats mean for your***

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***organization, and give your
company the tools to
succeed in the winner-take-
all economy. Business is
changing. Will you adapt or
be left behind? Get up to
speed and deepen your***

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***understanding of the topics
that are shaping your
company's future with the
Insights You Need from
Harvard Business Review
series. Featuring HBR's
smartest thinking on fast-***

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***moving issues--blockchain,
cybersecurity, AI, and
more--each book provides
the foundational
introduction and practical
case studies your
organization needs to***

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***compete today and collects
the best research,
interviews, and analysis to
get it ready for tomorrow.
You can't afford to ignore
how these issues will
transform the landscape of***

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***business and society. The
Insights You Need series will
help you grasp these critical
ideas--and prepare you and
your company for the future.
From FSGO x Logic:
anonymous interviews with***

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***tech workers at all levels,
providing a bird's-eye view
of the industry In Voices
from the Valley, the
celebrated writers and Logic
cofounders Moira Weigel
and Ben Tarnoff take an***

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***unprecedented dive into the
tech industry, conducting
unfiltered, in-depth,
anonymous interviews with
tech workers at all levels,
including a data scientist, a
start-up founder, a cook who***

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serves their lunch, and a PR wizard. In the process, Weigel and Tarnoff open the conversation about the tech industry at large, a conversation that has previously been dominated

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***by the voices of CEOs.
Deeply illuminating,
revealing, and at times
lurid, Voices from the Valley
is a vital and comprehensive
view of an industry that
governs our lives. FSG***

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***Originals × Logic dissects
the way technology
functions in everyday lives.
The titans of Silicon Valley,
for all their utopian
imaginings, never really had
our best interests at heart:***

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***recent threats to
democracy, truth, privacy,
and safety, as a result of
tech's reckless pursuit of
progress, have shown as
much. We present an
alternate story, one that***

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***delights in capturing
technology in all its
contradictions and
innovation, across borders
and socioeconomic divisions,
from history through the
future, beyond platitudes***

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***and PR hype, and past doom
and gloom. Our
collaboration features four
brief but provocative forays
into the tech industry's
many worlds, and aspires to
incite fresh conversations***

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***about technology focused on
nuanced and accessible
explorations of the
emerging tools that
reorganize and redefine life
today.***

The Information and

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***Communications for
Development series looks in
depth at how information
and communications
technologies are affecting
economic growth in
developing countries. This***

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new report, the fourth in the series, examines the topic of data-driven development, or how better information makes for better policies. The objective is to assist developing-country firms

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***and governments in
unlocking the value of the
data they hold for better
service delivery and decision
making and to empower
individuals to take more
control of their personal***

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***data. We are undoubtedly
experiencing a data
revolution in which our
ability to generate, process,
and utilize information has
been magnified many times
over by the machines that***

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***we increasingly rely upon.
This report is about how the
data revolution is changing
the behavior of
governments, individuals,
and firms and how these
changes affect the nature of***

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development: economic, social, and cultural. How can governments extract value from data to improve service delivery in the same way that private companies have learned to do for profit? Is it

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***feasible for individuals to
take ownership of their own
data and to use it to
improve their livelihoods
and quality of life? Can
developing-country firms
compete with the internet***

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***majors on their own turf and
be even more innovative in
their use of data to serve
local customers better?
Though the report is aimed
primarily at government
policy makers, it also has***

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***great relevance for
individuals concerned about
how their personal data is
used and how the data
revolution might affect their
future job prospects. For
private sector firms,***

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***particularly those in
developing countries, the
report suggests how they
might expand their markets
and improve their
competitive edge. For
development professionals,***

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***the report provides
guidance on how they might
use data more creatively to
tackle long-standing global
challenges, such as
eliminating extreme
poverty, promoting shared***

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prosperity, or mitigating the effects of climate change.

The report's chapters explore different themes associated with the supply of data, the technology underlying it, and the

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***demand for it. An overview
chapter focuses on
government use of data and
presentation of definitions.
Part I of the report then
looks at the “supply side?
of the data sector, with***

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***chapters on data
connectivity and capacity
(where data comes from,
how it is stored, and where
it goes) and data technology
(specifically big data
analytics and artificial***

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intelligence) and how this is contributing to development. Part II looks at the sector's "demand side," with a chapter on people's use of data and another that examines how firms use

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***digital platforms in the data
economy and how that
contributes to
competitiveness. Part III
brings together the policy
implications for developing-
country stakeholders, with a***

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***chapter considering
government policies for
data, including data
protection and privacy. A
closing Data Notes appendix
looks at statistical indicators
associated with the use of***

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***data and presents the 2018
update of the Digital
Adoption Index (DAI), a
composite indicator
introduced in the 2016
World Development Report:
Digital Dividends.***

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***An author subject index to
selected general interest
periodicals of reference
value in libraries.***

***Digital Platform Regulation
Freeing Data from Big Tech
for a Better Future***

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***Wanghong as Social Media
Entertainment in China***

Bit Tyrants

***The Anarchy and the Ecstasy
Flint Suburban, Michigan,***

Directory

A few square miles of

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***Northern California
contain some of the
world's largest companies
whose products affect
billions of people every
single day. What made
these giants of Silicon***

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***Valley as impactful as
they are? What do their
paths to success have in
common? Turning Silicon
into Gold is a sharp
analysis of 25 case
studies examining just***

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***that. Authors Griffin Kao,
Jessica Hong, Michael
Perusse, and Weizhen
Sheng provide relevant
commentary as they
explore the stories behind
companies such as Apple,***

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***Amazon, OpenTable, and
many more. These
organizations used
unique problem-solving
strategies to forever
change the face of
tech—whether it was***

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***Facebook's second mover
advantage over MySpace
or Nintendo's leap of
faith in the 1980s to
revitalize the video game
industry. Learn by
example as Turning***

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***Silicon into Gold divulges
the inner workings
behind some of the most
significant business
decisions in tech history.
The nuanced ways these
companies tackled***

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***emerging markets and
generated growth in
uncertain times is
essential knowledge for
modern business leaders,
innovators, and aspiring
founders. Whether you***

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***are simply curious about
the origins of the world's
tech giants or you are an
entrepreneur looking for
inspiration, the
thoughtful,
comprehensive case study***

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***collection that is Turning
Silicon into Gold belongs
on your bookshelf. What
You Will
Learn Understand why
companies like Amazon,
Facebook, OpenTable and***

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***more have made some
controversial and
strategic decisions Realize
how Big Data is driving
the success of many new
and mature ventures See
how tech companies are***

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***tackling emerging
markets and generating
growth***Examine how
***capital flows through the
tech industry Who This
Book is For The book is
for people currently in or***

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***interested in exploring a
career in the intersection
of technology and
business, such as product
management,
entrepreneurship, or non-
coding positions at a tech***

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***company—it's also great
for people generally
curious about how the
tech industry operates.
The book offers case
studies in an engaging
and approachable way,***

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***while still providing
important takeaways and
probing
questions—perfect for the
casual reader or even
someone trying to
prepare for interviews.***

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Increasingly, we conduct our lives online, and in doing so, we grant access to our personal information. The crucial feedstock of the world economy thus generated -

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***the commercialization
and exploitation of
personal data and the
intrusion of digital
privacy it entails - has
built an imposing edifice
of market power. As we***

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***enter the third decade of
the 21st century, this
detailed exploration of
the interlinkage between
competition and data
privacy takes a critical
look at competition policy***

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***to evaluate whether the
system in its current form
and with the existing
approach is capable of
tackling the challenges
raised by the role of
personal data in the shift***

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***from an offline to an
online economy.
Challenging the
commonplace assumption
that privacy has little or
no role and relevance in
competition law, the***

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***author's penetrating
analysis accomplishes the
following and more:
provides an in-depth
understanding of the
intersection of
competition and privacy***

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***in the data-driven
economy; surveys legal
policy developments on
the role of privacy in
competition law;
underlines the
importance of non-price***

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***parameters in
competition, such as
consumer choice; clearly
explains why and how
competition law can
protect privacy among its
policy objectives; and***

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***addresses challenges in
measuring the intangible
harm of digital privacy
violation in assessing
abuse of market power.
Recent case law in Europe
and elsewhere, a***

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***revealing comparison
between relevant
European Union (EU) and
United States (US)
practice, the expanded
role of the EU's
Competition***

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Commissioner, and the likely impact of such phenomena as the coronavirus pandemic are all drawn into the book's remit. In her analysis of the growing privacy

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***dimension in competition
policy, the author
examines the topic from a
broad perspective that
includes societal,
political, economic,
historical and cultural***

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***elements. Her insightful
multidimensional and
value-based review will
prove of immeasurable
value to practitioners,
academics, policymakers
and enforcers in its***

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***identification of
implications for business
practice as we go forward.
This provocative book
investigates the
relationship between law
and artificial intelligence***

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***(AI) governance, and the
need for new and
innovative approaches to
regulating AI and big
data in ways that go
beyond market concerns
alone and look to***

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***sustainability and social
good.***

****The book that started
the Techlash* A stinging
polemic that traces the
destructive
monopolization of the***

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***Internet by Google,
Facebook and Amazon,
and that proposes a new
future for musicians,
journalists, authors and
filmmakers in the digital
age. Featured in New***

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***York Times' Paperback
Row A New York Times
Book Review Editors'
Choice An Amazon Best
Business & Leadership
Book of 2017 Longlisted
for Financial***

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***Times/McKinsey Business
Book of the Year 2017A
strategy+business Best
Business Book of 2017
Move Fast and Break
Things is the riveting
account of a small group***

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of libertarian

***entrepreneurs who in the
1990s began to hijack the
original decentralized
vision of the Internet, in
the process creating
three monopoly***

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***firms--Facebook, Amazon,
and Google--that now
determine the future of
the music, film,
television, publishing and
news industries. Jonathan
Taplin offers a succinct***

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***and powerful history of
how online life began to
be shaped around the
values of the men who
founded these companies,
including Peter Thiel and
Larry Page: overlooking***

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***piracy of books, music,
and film while hiding
behind opaque business
practices and
subordinating the privacy
of individual users in
order to create the***

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***surveillance-marketing
monoculture in which we
now live. The enormous
profits that have come
with this concentration of
power tell their own story.
Since 2001, newspaper***

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***and music revenues have
fallen by 70 percent; book
publishing, film, and
television profits have
also fallen dramatically.
Revenues at Google in
this same period grew***

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***from \$400 million to
\$74.5 billion. Today,
Google's YouTube
controls 60 percent of all
streaming-audio business
but pay for only 11
percent of the total***

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***streaming-audio revenues
artists receive. More
creative content is being
consumed than ever
before, but less revenue is
flowing to the creators
and owners of that***

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***content. The stakes here
go far beyond the
livelihood of any one
musician or journalist. As
Taplin observes, the fact
that more and more
Americans receive their***

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***news, as well as music
and other forms of
entertainment, from a
small group of companies
poses a real threat to
democracy. Move Fast
and Break Things offers a***

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***vital, forward-thinking
prescription for how
artists can reclaim their
audiences using
knowledge of the past and
a determination to work
together. Using his own***

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***half-century career as a
music and film producer
and early pioneer of
streaming video online,
Taplin offers new ways to
think about the design of
the World Wide Web and***

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***specifically the way we
live with the firms that
dominate it.***

***Understanding
Personalization in
Childhood and Beyond
Move Fast and Break***

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Things

**Global Strategy
Transitions,
Transformations and
Transcendence
Smart Contracts
Readers' Guide to**

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Periodical Literature

The unprecedented calamity of the COVID-19 pandemic, especially a harsh lockdown, battered the Indian economy at a time when it was already grappling with a deep structural slowdown. Almost a year on, when the

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first signs of a tentative recovery were just visible, India was hit by a devastating second wave of the pandemic. Countdown tries to make economic sense of this disaster. As millions lost their jobs and walked back hundreds of kilometres or looked

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in vain for a hospital bed or oxygen, billionaires made more money than ever before and the stock markets climbed to new highs. This crisis laid bare India's extreme economic disparities. Even during the best growth years, India failed to create

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enough jobs or invest substantially in human development. The country's toughest economic challenge since 1947 comes at a time when her main resource, her demographic strength, is about to run out too. Countdown presents a road map for sustainable

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reforms that could create millions of jobs, boost demand from below and reboot the economy in time to reap the benefit of India's demographic dividend.

Advocating a style of law and a role for legal agency which returns to its

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essential humanist ideology and represents public spiritedness, this unique book confronts the myths surrounding globalisation, advancing the role for law as a change agent unburdened from its current market functionality.

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In Chinese, the term wanghong refers to creators, social media entrepreneurs alternatively known as KOLs (key opinion leaders) and zhubo (showroom hosts), influencers and micro-celebrities. Wanghong also refers to an emerging media ecology in which these

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creators cultivate online communities for cultural and commercial value by harnessing Chinese social media platforms, like Weibo, WeChat, Douyu, Huya, Bilibili, Douyin, and Kuaishuo. Framed by the concepts of cultural, creative, and social industries,

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the book maps the development of wanghong policies and platforms, labor and management, content and culture, as they operate in contrast to its non-Chinese counterpart, social media entertainment, driven by platforms like YouTube, Facebook, Instagram, and

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Twitch. As evidenced by the backlash to TikTok, the threat of competition from global wanghong signals advancing platform nationalism.

A powerful and urgent call to action: to improve our lives and our societies, we must demand open access to data for

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all. Information is power, and the time is now for digital liberation. Access Rules mounts a strong and hopeful argument for how informational tools at present in the hands of a few could instead become empowering machines for everyone. By forcing data-hoarding

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companies to open access to their data, we can reinvigorate both our economy and our society. Authors Viktor Mayer-Schönberger and Thomas Ramge contend that if we disrupt monopoly power and create a level playing field, digital innovations can emerge to

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benefit us all. Over the past twenty years, Big Tech has managed to centralize the most relevant data on their servers, as data has become the most important raw material for innovation. However, dominant oligopolists like Facebook, Amazon,

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and Google, in contrast with their reputation as digital pioneers, are actually slowing down innovation and progress by withholding data for the benefit of their shareholders—at the expense of customers, the economy, and society. As Access Rules

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compellingly argues, ultimately it is up to us to force information giants, wherever they are located, to open their treasure troves of data to others. In order for us to limit global warming, contain a virus like COVID-19, or successfully fight poverty,

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everyone—including citizens and scientists, start-ups and established companies, as well as the public sector and NGOs—must have access to data. When everyone has access to the informational riches of the data age, the nature of digital power will change.

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Information technology will find its way back to its original purpose: empowering all of us to use information so we can thrive as individuals and as societies.

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designers and users, producers and consumers, and tech elites and the rest of us: toward a more democratic internet. In this provocative book, Ramesh Srinivasan describes the internet as both an enabler of frictionless efficiency and a dirty tangle of politics, economics, and other

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inefficient, inharmonious human activities. We may love the immediacy of Google search results, the convenience of buying from Amazon, and the elegance and power of our Apple devices, but it's a one-way, top-down process. We're not asked for our input, or our opinions—only for our data.

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The internet is brought to us by wealthy technologists in Silicon Valley and China. It's time, Srinivasan argues, that we think in terms beyond the Valley. Srinivasan focuses on the disconnection he sees between designers and users, producers and consumers, and tech elites and the

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rest of us. The recent Cambridge Analytica and Russian misinformation scandals exemplify the imbalance of a digital world that puts profits before inclusivity and democracy. In search of a more democratic internet, Srinivasan takes us to the mountains of Oaxaca, East and West Africa, China,

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Scandinavia, North America, and elsewhere, visiting the "design labs" of rural, low-income, and indigenous people around the world. He talks to a range of high-profile public figures—including Elizabeth Warren, David Axelrod, Eric Holder, Noam Chomsky, Lawrence Lessig, and the

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founders of Reddit, as well as community organizers, labor leaders, and human rights activists.. To make a better internet, Srinivasan says, we need a new ethic of diversity, openness, and inclusivity, empowering those now excluded from decisions about how technologies are designed,

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who profits from them, and who are surveilled and exploited by them.

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When children as young as three
can take their own selfies, and
customise their own avatars, how
should we respond to the

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opportunity and threat of digital personalization for young children? In this book, Kucirkova offers a comprehensive account of the effects of digitally-mediated personalization on children ' s development of ' self ' .

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This book provides an in-depth analysis of the evolution of tech journalism. The emerging tech-backlash is a story of pendulum swings: we are currently in tech-dystopianism after a long period spent in tech-utopianism.

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This book explores approaches to developing and using postdigital humans and the impact they are having on a postdigital world. It presents current research and practices at a time when education is changing rapidly with digital,

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technological advances. In particular, it outlines the major challenges faced by today ' s employers, developers, teachers, researchers, priests and philosophers. The book examines conceptions of postdigital humans

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and studies the issue in connection with ethics and employment, as well as from perspectives such as philosophy and religion.

Explores new perspectives on social media entertainment There is a new class of cultural

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producers—YouTube vloggers,
Twitch gameplayers, Instagram
influencers, TikTokers, Chinese
wanghong, and others—who are
part of a rapidly emerging and
highly disruptive industry of
monetized “ user-generated ”

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content. As this new wave of native social media entrepreneurs emerge, so do new formations of culture and the ways they are studied. In this volume, contributors draw on scholarship in media and communication studies, science and

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technology studies, and social media, Internet, and platform studies, in order to define this new field of study and the emergence of creator culture. Creator Culture introduces readers to new paradigms of social media entertainment from

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critical perspectives, demonstrating both relations to and differentiations from the well-established media forms and institutions traditionally within the scope of media studies.

This volume does not seek to impose a uniform perspective; rather, the

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goal is to stimulate in-depth, globally-focused engagement with this burgeoning industry and establish a dynamic research agenda for scholars, teachers, and students, as well as creators and professionals across the media, communication,

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*Rampant abuse, hate speech,
censorship, bias, and
disinformation - our Internet has
problems. It is governed by
technology companies - search
engines, social media platforms,*

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*and infrastructure providers -
whose hidden rules influence
what we are allowed to see and
say. In Lawless, Nicolas P. Suzor
presents gripping examples of
exactly how tech companies
govern our digital environment
and how they bend to pressure*

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from governments and other powerful actors to censor and control the flow of information online. We are at a constitutional moment - an opportunity to rethink the basic rules of how the Internet is governed. Suzor offers a vision of a vibrant, diverse, and

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flourishing internet that can protect our fundamental rights from the lawless rule of tech. The culmination of more than ten years of original research, this groundbreaking work should be read by anyone who cares about the internet and the future of our

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shared social spaces.

This book analyzes the business model of enterprises in the digital economy by taking an economic and comparative perspective. The aim of this book is to conduct an in-depth analysis of the anti-competitive behavior

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of companies who monopolize data, and put forward the necessity of regulating data monopoly by exploring the causes and characteristics of their anti-competitive behavior. It studies four aspects of the differences between data

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monopoly and traditional monopolistic behavior, namely defining the relevant market for data monopolies, the entry barrier, the problem of determining the dominant position of data monopoly, and the influence on consumer

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welfare. It points out the limitations of traditional regulatory tools and discusses how new regulatory methods could be developed within the competition legal framework to restrict data monopolies. It proposes how economic

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analytical tools used in traditional anti-monopoly law are facing challenges and how competition enforcement agencies could adjust regulatory methods to deal with new anti-competitive behavior by data monopolies.

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In Understanding Economic Inequality, the author brings an economist's perspective informed by new, groundbreaking research on inequality from philosophy, sociology, psychology, and political science and presents it in a form that it is accessible to

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*those who want to understand
our world, our society, our
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incomparably better. Civilization as
we know it would utterly collapse***

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