



## The Impact Of The Zero Marginal Cost Model

By Mansur, Mohamed

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Digital Products - Books, Movies, Music, Software and The Shift to A New Hybrid Economy | This book was inspired by the work of Jeremy Rifkin in his book (The Zero Marginal Cost Society), which led me to investigate more on the impact of this model on various industries in term of revenue, competition, consumer behaviour and how innovation and advanced technology led to a change in the way business transactions used to be and a shift to a new hybrid economy referred to by economists as the collaborative commons. | Format: Paperback | Language/Sprache: english | 68 pp.



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