

## Netfixed The Epic Battle For Americas Eyeballs Gina Keating

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Netfixed focusses almost exclusively on the battle between Netflix and Blockbuster for online rental, and almost not at all on the rise of livestreaming, which is a shame, but still quite a good read on the final years of an industry once booming. Read more. 2 people found this helpful.

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Book # 12 Netfixed: The Epic Battle for America ' s Eyeballs could as well have been renamed as Netflix vs Blockbuster: David vs Goliath (with occasional guest appearances by Walmart and Amazon). The book is an engrossing read and quite fast paced at that to the point of being a thriller.

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Book Summary In Netfixed, Gina Keating traces Netflix's rise throughout a decade-long war against Blockbuster. Keating analyzes its polarizing founders while evaluating how the company has become...

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