

# The Zero Marginal Cost Society

Paul Mason

The Zero Marginal Cost Society Jeremy Rifkin,2014-04 Describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services, precipitating the meteoric rise of a global Collaborative Commons and the eclipse of capitalism.

The Zero Marginal Cost Society Jeremy Rifkin,2014-04-01 In *The Zero Marginal Cost Society*, New York Times bestselling author Jeremy Rifkin describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services, precipitating the meteoric rise of a global Collaborative Commons and the eclipse of capitalism. Rifkin uncovers a paradox at the heart of capitalism that has propelled it to greatness but is now taking it to its death—the inherent entrepreneurial dynamism of competitive markets that drives productivity up and marginal costs down, enabling businesses to reduce the price of their goods and services in order to win over consumers and market share. (Marginal cost is the cost of producing additional units of a good or service, if fixed costs are not counted.) While economists have always welcomed a reduction in marginal cost, they never anticipated the possibility of a technological revolution that might bring marginal costs to near zero, making goods and services priceless, nearly free, and abundant, and no longer subject to market forces. Now, a formidable new technology infrastructure—the Internet of things (IoT)—is emerging with the potential of pushing large segments of economic life to near zero marginal cost in the years ahead. Rifkin describes how the Communication Internet is converging with a nascent Energy Internet and Logistics Internet to create a new technology platform that connects everything and everyone. Billions of sensors are being attached to natural resources, production lines, the electricity grid, logistics networks, recycling flows, and implanted in homes, offices, stores, vehicles, and even human beings, feeding Big Data into an IoT global neural network. Prosumers can connect to the network and use Big Data, analytics, and algorithms to accelerate efficiency, dramatically increase productivity, and lower the marginal cost of producing and sharing a wide range of products and services to near zero, just like they now do with information goods. The plummeting of marginal costs is spawning a hybrid economy—part capitalist market and part Collaborative Commons—with far reaching implications for society, according to Rifkin. Hundreds of millions of people are already transferring parts of their economic lives to the global Collaborative Commons. Prosumers are plugging into the fledgling IoT and making and sharing their own information, entertainment, green energy, and 3D-printed products at near zero marginal cost. They are also sharing cars, homes, clothes and other items via social media sites, rentals, redistribution clubs, and cooperatives at low or near zero marginal cost. Students are enrolling in free massive open online courses (MOOCs) that operate at near zero marginal cost. Social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy. In this new world, social capital is as important as financial capital, access trumps ownership, sustainability supersedes consumerism, cooperation ousts competition, and exchange value in the capitalist marketplace is increasingly replaced by sharable value on the Collaborative Commons. Rifkin concludes that capitalism will remain with us, albeit in an increasingly streamlined role, primarily as an aggregator of network services and solutions, allowing it to flourish as a powerful niche player in the coming era. We are, however, says Rifkin, entering a world beyond markets where we are learning how to live together in an increasingly interdependent global Collaborative Commons.

The Zero Marginal Cost Society Jeremy Rifkin,2015 The capitalist era is passing. Rising in its wake is a new global collaborative Commons that will transform our way of life. Jeremy Rifkin explains that intense competition is forcing the introduction of ever newer technologies, in turn boosting productivity to the

point where the marginal cost of producing additional units is nearly zero.

The Third Industrial Revolution Jeremy Rifkin,2011-10-04 The Industrial Revolution, powered by oil and other fossil fuels, is spiraling into a dangerous endgame. The price of gas and food are climbing, unemployment remains high, the housing market has tanked, consumer and government debt is soaring, and the recovery is slowing. Facing the prospect of a second collapse of the global economy, humanity is desperate for a sustainable economic game plan to take us into the future. Here, Jeremy Rifkin explores how Internet technology and renewable energy are merging to create a powerful Third Industrial Revolution. He asks us to imagine hundreds of millions of people producing their own green energy in their homes, offices, and factories, and sharing it with each other in an energy internet, just like we now create and share information online. Rifkin describes how the five-pillars of the Third Industrial Revolution will create thousands of businesses, millions of jobs, and usher in a fundamental reordering of human relationships, from hierarchical to lateral power, that will impact the way we conduct commerce, govern society, educate our children, and engage in civic life. Rifkin's vision is already gaining traction in the international community. The European Union Parliament has issued a formal declaration calling for its implementation, and other nations in Asia, Africa, and the Americas, are quickly preparing their own initiatives for transitioning into the new economic paradigm. The Third Industrial Revolution is an insider's account of the next great economic era, including a look into the personalities and players — heads of state, global CEOs, social entrepreneurs, and NGOs — who are pioneering its implementation around the world.

The Green New Deal Jeremy Rifkin,2019-09-10 An urgent plan to confront climate change, transform the American economy, and create a green post-fossil fuel culture. A new vision for America's future is quickly gaining momentum. Facing a global emergency, a younger generation is spearheading a national conversation around a Green New Deal and setting the agenda for a bold political movement with the potential to revolutionize society. Millennials, the largest voting bloc in the country, are now leading on the issue of climate change. While the Green New Deal has become a lightning rod in the political sphere, there is a parallel movement emerging within the business community that will shake the very foundation of the global economy in coming years. Key sectors of the economy are fast-decoupling from fossil fuels in favor of ever cheaper solar and wind energies and the new business opportunities and employment that accompany them. New studies are sounding the alarm that trillions of dollars in stranded fossil fuel assets could create a carbon bubble likely to burst by 2028, causing the collapse of the fossil fuel civilization. The marketplace is speaking, and governments will need to adapt if they are to survive and prosper. In *The Green New Deal*, New York Times bestselling author and renowned economic theorist Jeremy Rifkin delivers the political narrative and economic plan for the Green New Deal that we need at this critical moment in history. The concurrence of a stranded fossil fuel assets bubble and a green political vision opens up the possibility of a massive shift to a post-carbon ecological era, in time to prevent a temperature rise that will tip us over the edge into runaway climate change. With twenty-five years of experience implementing Green New Deal-style transitions for both the European Union and the People's Republic of China, Rifkin offers his vision for how to transform the global economy and save life on Earth.

**Smart Europe** Jeremy Rifkin,2018-11-07 A green digital economy could change the future of the Old Continent. The new Smart Europe will be based on three elements: new communication technologies, new sources of energy and new modes of mobility. But the transition will require a transformation of the continental infrastructure. Jeremy Rifkin, advisor to the European Union and main architect of the Third Industrial Revolution, has been promoting over the last few years the importance of this approach, enabling

collaboration in vast virtual and physical global networks to create a more ecologically sustainable and equitable quality of life. This is the fourth essay in the Big Ideas series created by the European Investment Bank.

The Age of Resilience Jeremy Rifkin,2022-11-01 A sweeping new interpretation of the history of civilization and a transformative vision of how our species will thrive on an unpredictable Earth. The viruses keep coming, the climate is warming, and the Earth is rewilding. Our human family has no playbook to address the mayhem unfolding around us. If there is a change to reckon with, argues the renowned economic and social theorist Jeremy Rifkin, it's that we are beginning to realize that the human race never had dominion over the Earth and that nature is far more formidable than we thought, while our species seems much smaller and less significant in the bigger picture of life on Earth, undermining our long-cherished worldview. The Age of Progress, once considered sacrosanct, is on a deathwatch while a powerful new narrative, the Age of Resilience, is ascending. In *The Age of Resilience*, Rifkin takes us on a new journey beginning with how we reconceptualize time and navigate space. During the Age of Progress, efficiency was the gold standard for organizing time, locking our species into the quest to optimize the expropriation, commodification, and consumption of the Earth's bounty, at ever-greater speeds and in ever-shrinking time intervals, with the objective of increasing the opulence of human society, but at the expense of the depletion of nature. Space, observes Rifkin, became synonymous with passive natural resources, while a principal role of government and the economy was to manage nature as property. This long adhered to temporal-spatial orientation, writes Rifkin, has taken humanity to the commanding heights as the dominant species on Earth and to the ruin of the natural world. In the emerging era, says Rifkin, efficiency is giving way to adaptivity as the all-encompassing temporal value while space is perceived as animated, self-organizing, and fluid. A younger generation, in turn, is pivoting from growth to flourishing, finance capital to ecological capital, productivity to regenerativity, Gross Domestic Product to Quality of Life Indicators, hyper-consumption to eco-stewardship, globalization to glocalization, geopolitics to biosphere politics, nation-state sovereignty to bioregional governance, and representative democracy to citizen assemblies and distributed peerocracy. Future generations, suggests Rifkin, will likely experience existence less as objects and structures and more as patterns and processes and come to understand that each of us is literally an ecosystem made up of the microorganisms and elements that comprise the hydrosphere, lithosphere, atmosphere, and biosphere. The autonomous self of the Age of Progress is giving way to the ecological self of the Age of Resilience. The now worn scientific method that underwrote the Age of Progress is also falling by the wayside, making room for a new approach to science called Complex Adaptive Systems modeling. Likewise, detached reason is losing cachet while empathy and biophilia become the norm. At a moment when the human family is deeply despairing of the future, Rifkin gives us a window into a promising new world and a radically different future that can bring us back into nature's fold, giving life a second chance to flourish on Earth.

*The European Dream* Jeremy Rifkin,2004 Rifkin delves deeply into the history of Europe--and eventually America--to show how Europeans have succeeded in slowly and steadily developing a more adaptive, sensible way of working and living.

Who Gets What--and why Alvin E. Roth,2015 A Nobel laureate reveals the often surprising rules that govern a vast array of activities -- both mundane and life-changing -- in which money may play little or no role. If you've ever sought a job or hired someone, applied to college or guided your child into a good kindergarten, asked someone out on a date or been asked out, you've participated in a kind of market. Most of the study of economics deals with commodity markets, where the price of a good connects sellers and

buyers. But what about other kinds of goods, like a spot in the Yale freshman class or a position at Google? This is the territory of matching markets, where sellers and buyers must choose each other, and price isn't the only factor determining who gets what. Alvin E. Roth is one of the world's leading experts on matching markets. He has even designed several of them, including the exchange that places medical students in residencies and the system that increases the number of kidney transplants by better matching donors to patients. In *Who Gets What -- And Why*, Roth reveals the matching markets hidden around us and shows how to recognize a good match and make smarter, more confident decisions.

**Infrastructure** Brett M. Frischmann, 2013-01-01 Infrastructure resources are the subject of many contentious public policy debates, including what to do about crumbling roads and bridges, whether and how to protect our natural environment, energy policy, even patent law reform, universal health care, network neutrality regulation and the future of the Internet. Each of these involves a battle to control infrastructure resources, to establish the terms and conditions under which the public receives access, and to determine how the infrastructure and various dependent systems evolve over time. *Infrastructure: The Social Value of Shared Resources* devotes much needed attention to understanding how society benefits from infrastructure resources and how management decisions affect a wide variety of interests. The book links infrastructure, a particular set of resources defined in terms of the manner in which they create value, with commons, a resource management principle by which a resource is shared within a community. The infrastructure commons ideas have broad implications for scholarship and public policy across many fields ranging from traditional infrastructure like roads to environmental economics to intellectual property to Internet policy. Economics has become the methodology of choice for many scholars and policymakers in these areas. The book offers a rigorous economic challenge to the prevailing wisdom, which focuses primarily on problems associated with ensuring adequate supply. The author explores a set of questions that, once asked, seem obvious: what drives the demand side of the equation, and how should demand-side drivers affect public policy? Demand for infrastructure resources involves a range of important considerations that bear on the optimal design of a regime for infrastructure management. The book identifies resource valuation and attendant management problems that recur across many different fields and many different resource types, and it develops a functional economic approach to understanding and analyzing these problems and potential solutions.

**Taking Economics Seriously** Dean Baker, 2010-04-02 A leading economist's exploration of what our economic arrangements might look like if we applied basic principles without ideological blinders. There is nothing wrong with economics, Dean Baker contends, but economists routinely ignore their own principles when it comes to economic policy. What would policy look like if we took basic principles of mainstream economics seriously and applied them consistently? In the debate over regulation, for example, Baker—one of the few economists who predicted the meltdown of fall 2008—points out that ideological blinders have obscured the fact there is no “free market” to protect. Modern markets are highly regulated, although intrusive regulations such as copyright and patents are rarely viewed as regulatory devices. If we admit the extent to which the economy is and will be regulated, we have many more options in designing policy and deciding who benefits from it. On health care reform, Baker complains that economists ignore another basic idea: marginal cost pricing. Unlike all other industries, medical services are priced extraordinarily high, far above the cost of production, yet that discrepancy is rarely addressed in the debate about health care reform. What if we applied marginal cost pricing—making doctors' wages competitive and charging less for prescription drugs and tests such as MRIs? *Taking Economics Seriously* offers an alternative Econ 101. It introduces economic principles and thinks through what we might gain if we free

ourselves from ideological blinders and get back to basics in the most troubled parts of our economy.

**Selling the Work Ethic** Sharon Beder,2000 Explores the capitalist culture of work, the respect it gives to the wealthy, and its justification of inequality. In this fascinating social history of the work ethic, the author shows that these values are neither natural nor inevitable. They have in fact been actively promoted by those who benefit most from them.

**Capitalism without Capital** Jonathan Haskel,Stian Westlake,2018-10-16 Early in the twenty-first century, a quiet revolution occurred. For the first time, the major developed economies began to invest more in intangible assets, like design, branding, and software, than in tangible assets, like machinery, buildings, and computers. For all sorts of businesses, the ability to deploy assets that one can neither see nor touch is increasingly the main source of long-term success. But this is not just a familiar story of the so-called new economy. Capitalism without Capital shows that the growing importance of intangible assets has also played a role in some of the larger economic changes of the past decade, including the growth in economic inequality and the stagnation of productivity. Jonathan Haskel and Stian Westlake explore the unusual economic characteristics of intangible investment and discuss how an economy rich in intangibles is fundamentally different from one based on tangibles. Capitalism without Capital concludes by outlining how managers, investors, and policymakers can exploit the characteristics of an intangible age to grow their businesses, portfolios, and economies.

*Think Like a Commoner* David Bollier,2014-03-04 A new world based on fairness, participation, accountability is closer than you think...if you learn to think like a commoner

**Postcapitalism** Paul Mason,2016-02-09 Originally published in 2015 by Allen Lane, an imprint of Penguin Random House, Great Britain--Title page verso.

**The Biotech Century** Jeremy Rifkin,1999-04-05 In this seminal book, Jeremy Rifkin explores the epic marriage between computer technology and genetic engineering, and the historic transition into the Age of Biotechnology. Already, Rifkin explains, our economy is undergoing a massive shift away from the Industrial Age and into an era in which giant life-science corporations are fashioning a bioindustrial world.Humanity is on the brink of wielding greater control over the shape of life--how we are born; how our food supply is created; the traits our children may have--than has ever been imagined. But with each step into this new era, we must ask ourselves: At what cost?

*Everything for Everyone* Nathan Schneider,2018-09-11 The origins of the next radical economy is rooted in a tradition that has empowered people for centuries and is now making a comeback. A new feudalism is on the rise. While monopolistic corporations feed their spoils to the rich, more and more of us are expected to live gig to gig. But, as Nathan Schneider shows, an alternative to the robber-baron economy is hiding in plain sight; we just need to know where to look. Cooperatives are jointly owned, democratically controlled enterprises that advance the economic, social, and cultural interests of their members. They often emerge during moments of crisis not unlike our own, putting people in charge of the workplaces, credit unions, grocery stores, healthcare, and utilities they depend on. Everything for Everyone chronicles this revolution--from taxi cooperatives keeping Uber at bay, to an outspoken mayor transforming his city in the Deep South, to a fugitive building a fairer version of Bitcoin, to the rural electric co-op members who are propelling an aging system into the future. As these pioneers show, co-ops are helping us rediscover our capacity for creative, powerful, and fair democracy.

**The Smartest Places on Earth** Antoine van Agtmael,Fred Bakker,2016-03-29 Looks at rust belt communities in Europe and the United States, once stagnant and economically depressed, that are now beginning to emerge as zones of economic strength and technological innovation by producing advanced

smart-products.

**Misplaced Talent** Joe Ungemah, 2015-06-22 High-value talent management must be relevant to today's workplace. *Misplaced Talent* takes a hard look at the cluttered field of Talent Management, and offers a clear guide to making better people decisions in any organization. Deliberately challenging practitioners to do more, this insightful discussion sorts through the tools and techniques developed over the last century to examine their true relevance to the modern workplace. You'll learn which activities show the greatest potential to improve the lives of employees and the organizations they work for, and identify which of your existing practices don't really add enough value to be worth the expenditure of time, money, and potentially lost talent. The author asks you to make up your own mind about which approaches work best for your own specific talent decisions, but provides the best theory and practice available today as a foundation upon which to formulate a more relevant strategy. In a world of big data, the potential to understand employees and react appropriately has never been greater. So why is Talent Management as an industry relying on outdated theory and practices? This book is a guide to bringing HR up to date, giving you the tools, techniques, and perspective you need to demonstrate more value to your organization. Adopt the tools and techniques most effective in today's workplace. Identify and discard methods that don't add value to the organization. Implement critical changes that can transform the HR function. Make better people decisions based on psychology and research. Fundamentally, not much has changed in what constitutes good people practice. Practitioners must demonstrate the value of Talent Management, but the solutions implemented often fall short of the rigor and discipline they deserve. *Misplaced Talent* provides the insight you need to refocus attention and engage your organization about the value of better people decisions.

**The Age of Access** Jeremy Rifkin, 2001-03-05 Visionary activist and author Jeremy Rifkin exposes the real stakes of the new economy, delivering the clearest summation yet of how the Internet is really changing our lives (The Seattle Times). Imagine waking up one day to find that virtually every activity you engage in outside your immediate family has become a paid-for experience. It's all part of a fundamental change taking place in the nature of business, contends Jeremy Rifkin. After several hundred years as the dominant organizing paradigm of civilization, the traditional market system is beginning to deconstruct. On the horizon looms the Age of Access, an era radically different from any we have known.

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