



# **The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism**

*Jeremy Rifkin*

Download now

[Click here](#) if your download doesn't start automatically

# The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism

*Jeremy Rifkin*

## **The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism** Jeremy Rifkin

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.

 **Download** [The Zero Marginal Cost Society: The Internet of Things, ...pdf](#)

 **Read Online** [The Zero Marginal Cost Society: The Internet of Thing ...pdf](#)

**Download and Read Free Online The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism Jeremy Rifkin**

---

## **Download and Read Free Online The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism Jeremy Rifkin**

---

### **From reader reviews:**

#### **Mary Johnson:**

The book *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* can give more knowledge and also the precise product information about everything you want. So why must we leave the good thing like a book *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism*? A few of you have a different opinion about publication. But one aim which book can give many facts for us. It is absolutely right. Right now, try to closer along with your book. Knowledge or data that you take for that, it is possible to give for each other; you may share all of these. Book *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* has simple shape however you know: it has great and big function for you. You can appearance the enormous world by start and read a guide. So it is very wonderful.

#### **Ian Coghlan:**

The knowledge that you get from *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* is the more deep you excavating the information that hide into the words the more you get enthusiastic about reading it. It does not mean that this book is hard to understand but *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* giving you enjoyment feeling of reading. The copy writer conveys their point in selected way that can be understood by means of anyone who read this because the author of this guide is well-known enough. This book also makes your own personal vocabulary increase well. That makes it easy to understand then can go with you, both in printed or e-book style are available. We propose you for having this specific *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* instantly.

#### **Barbara Gunter:**

Hey guys, do you would like to finds a new book to study? May be the book with the name *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* suitable to you? The actual book was written by well known writer in this era. Often the book untitled *The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism* is a single of several books that will everyone read now. This kind of book was inspired many men and women in the world. When you read this publication you will enter the new age that you ever know previous to. The author explained their concept in the simple way, therefore all of people can easily be aware of the core of this book. This book will give you a wide range of information about this world now. So you can see the represented of the world with this book.

#### **Chad Davis:**

What is your hobby? Have you heard that question when you got scholars? We believe that that issue was

given by teacher with their students. Many kinds of hobby, Everybody has different hobby. And you know that little person just like reading or as looking at become their hobby. You need to know that reading is very important in addition to book as to be the factor. Book is important thing to add you knowledge, except your teacher or lecturer. You find good news or update in relation to something by book. Different categories of books that can you choose to adopt be your object. One of them is actually The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism.

**Download and Read Online The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism Jeremy Rifkin #VKCA3S8NXWO**

## **Read The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin for online ebook**

The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin books to read online.

### **Online The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin ebook PDF download**

**The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin Doc**

**The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin Mobipocket**

**The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism by Jeremy Rifkin EPub**