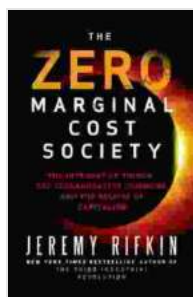


# The Zero Marginal Cost Society: How the Internet Is Changing the Way We Live, Work, and Play

The Zero Marginal Cost Society is a groundbreaking new book by Jeremy Rifkin that explores the implications of the internet's ability to reduce the cost of producing and distributing goods and services to near zero. This has the potential to revolutionize the way we live, work, and play, and could lead to a more sustainable and equitable world.

## The Marginal Cost of Goods and Services

The marginal cost of a good or service is the additional cost of producing one more unit. In the traditional economy, the marginal cost of most goods and services is positive. This means that it costs more to produce each additional unit of a good or service than the previous unit.



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

**Capitalism** by Jeremy Rifkin

★★★★☆ 4.4 out of 5

Language	: English
File size	: 839 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 542 pages

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For example, the marginal cost of producing a car is the cost of the materials, labor, and overhead required to produce one more car. The marginal cost of producing a software program is the cost of the labor and overhead required to write one more line of code.

The internet has the potential to reduce the marginal cost of many goods and services to near zero. This is because the internet makes it possible to share information and resources more easily and efficiently.

For example, the marginal cost of producing a digital song is the cost of the storage space and bandwidth required to store and transmit the song. The marginal cost of producing a Wikipedia article is the cost of the storage space and bandwidth required to store and transmit the article.

### **The Implications of Zero Marginal Cost**

The implications of zero marginal cost are profound. If the marginal cost of producing and distributing goods and services is zero, then it becomes possible to produce and distribute an unlimited amount of goods and services for free.

This could lead to a more sustainable world, where we no longer need to consume finite resources to meet our needs. It could also lead to a more equitable world, where everyone has access to the same goods and services, regardless of their income.

However, there are also challenges associated with zero marginal cost. One challenge is that it could lead to a decline in the quality of goods and services. If there is no longer any incentive to produce high-quality goods and services, then producers may be tempted to cut corners.

Another challenge is that zero marginal cost could lead to a decline in innovation. If there is no longer any reward for innovation, then innovators may be less likely to invest in new ideas.

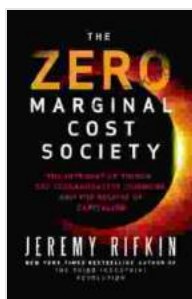
## The Future of the Zero Marginal Cost Society

The future of the zero marginal cost society is uncertain. There are many challenges that need to be addressed before we can fully realize the potential of zero marginal cost.

However, the potential benefits of zero marginal cost are enormous. If we can overcome the challenges, then we could create a more sustainable, equitable, and prosperous world.

The Zero Marginal Cost Society is a thought-provoking book that explores the implications of the internet's ability to reduce the cost of producing and distributing goods and services to near zero. This has the potential to revolutionize the way we live, work, and play, and could lead to a more sustainable and equitable world.

However, there are also challenges associated with zero marginal cost that need to be addressed. If we can overcome these challenges, then we could create a future where everyone has access to the same goods and services, regardless of their income.



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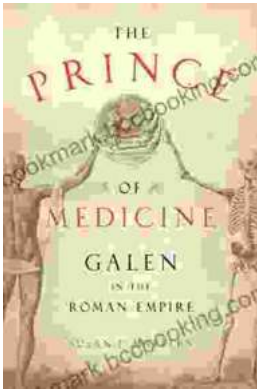
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