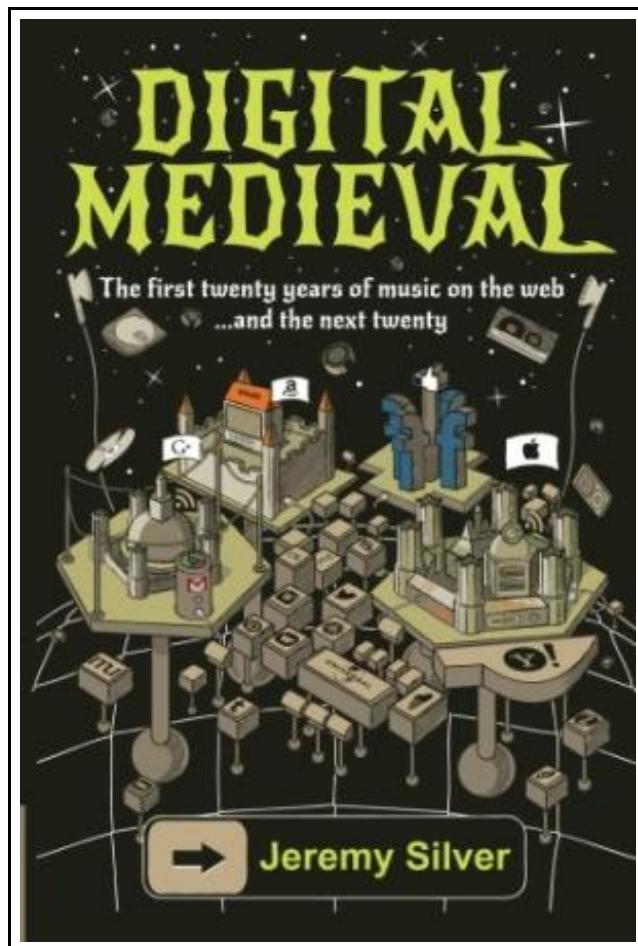


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Xstorical Publications Media. Paperback. Book Condition: New. Paperback. 182 pages. Dimensions: 9.0in. x 5.9in. x 0.6in. Pirates, Digital City States, micro-serfs, the Maker movement - the landscape of the internet is increasingly medieval. Digital Medieval is a brilliantly written, insider account of how the music industry acted as the canary in the gold-mine of the internet. The author, a music industry executive, entrepreneur and policy-maker takes us on a riveting journey through the twists and turns of how the music industry lost half its value in ten years and tried to sue 30, 000 US citizens before beginning a slow journey of reconciliation and adaptation. The book describes the evolution of the twin technologies of the worldwide web and the MP3 both of which appeared in public for the first time in 1993, and combined to undermine most of the traditional value in recorded music. Silver documents through personal anecdote, insider information and historical narrative, the unfolding story and the twists and turns of the labels as the internet disrupted their business model. Silver looks closely at the issues surrounding piracy and the file-sharing debate about the future of copyright. From the trauma of music he draws a much broader fascinating thesis about the big ideas that emerge from this rapid period of change. Silver explains how his theory of Digital Medieval matches the emerging landscape dominated by companies like Facebook, Google, Amazon and Apple. He describes a scenario which sees us plunge into a digital medieval era of darkness. A period of moral forgetting and wide scale data exploitation. This experienced and insightful author sets out the key dilemma facing Western capitalist cultures today between descending deeper into a data driven, privacy-invaded dark ages or choosing an ascent into a period of enlightenment and inventiveness that might become the digital...



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