



Free: How Today's Smartest Businesses Profit by Giving Something for Nothing

By Chris Anderson

Hyperion Books. Paperback. Condition: New. 304 pages. Dimensions: 7.8in. x 5.2in. x 1.1in. The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as Freemium, this combination of free and paid is emerging as one of the most powerful digital business models. In Free, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of Free for free! Details inside the book. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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