



# The Word of Mouse: New Age of Networked Media

*Jim Banister*

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## **The Word of Mouse: New Age of Networked Media** Jim Banister

An essential guide to how the rapid convergence of media and digital technology will unfold over the coming years, and how our conceptions of “programming” and “consumers” will be transformed by the increasing primacy of networked media. Jim Banister provides cogent analyses of how and why certain high-profile “internet” companies have become models; outlines what different kinds of businesses need to do in order to harness the still largely untapped potential of networked media; and shows why the entertainment industry’s efforts to resist the changes in consumer behavior are misguided at best, and doomed at worst. This is a must-read for everyone from business and media professionals to regular consumers.

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