# [PDF] The Master Switch: The Rise And Fall Of Information Empires (Vintage)

## Tim Wu - pdf download free book

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## Description:

**From Publishers Weekly** Starred Review. According to Columbia professor and policy advocate Wu (Who Controls the Internet), the great information empires of the 20th century have followed a clear and distinctive pattern: after the chaos that follows a major technological innovation, a corporate power intervenes and centralizes control of the new medium--the master switch. Wu chronicles the turning points of the century' s information landscape: those decisive moments when

a medium opens or closes, from the development of radio to the Internet revolution, where centralizing control could have devastating consequences. To Wu, subjecting the information economy to the traditional methods of dealing with concentrations of industrial power is an unacceptable control of our most essential resource. He advocates not a regulatory approach but rather a constitutional approach that would enforce distance between the major functions in the information economy--those who develop information, those who own the network infrastructure on which it travels, and those who control the venues of access--and keep corporate and governmental power in check. By fighting vertical integration, a Separations Principle would remove the temptations and vulnerabilities to which such entities are prone. Wu' s engaging narrative and remarkable historical detail make this a compelling and galvanizing cry for sanity--and necessary deregulation--in the information age.

**From** *Starred Review* A veteran of Silicon Valley and professor at Columbia University, Wu is an author and policy advocate best known for coining the term net neutrality. Although the Internet has created a world of openness and access unprecedented in human history, Wu is quick to point out that the early phases of telephony, film, and radio offered similar opportunities for the hobbyist, inventor, and creative individual, only to be centralized and controlled by corporate interests, monopolized, broken into smaller entities, and then reconsolidated. Wu calls this the Cycle, and nowhere is it more exemplary than in the telecommunications industry. The question Wu raises is whether the Internet is different, or whether we are merely in the early open phase of a technology that is to be usurped and controlled by profiteering interests. Central in the power struggle is the difference between the way Apple Computer and Google treat content, with Apple attempting to control the user experience with slick products while Google endeavors to democratize content, giving the user choice and openness. This is an essential look at the directions that personal computing could be headed depending on which policies and worldviews come to dominate control over the Internet. --David Siegfried --This text refers to the edition.

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