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It's a fascinating - dare say 'gripping' - narrative of the no-holds-barred, street alley fight between Netflix and Blockbuster for America's eyeballs. We all collectively joke today about Blockbuster's dead meat adherence to its bricks and mortars roots while the country hurtled inexorably towards a broadband future.

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Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above \$3 billion.

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The major players in the game—Netflix CEO Reed Hastings and Blockbuster's John Antioco—are both

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complicated characters, and Keating does a commendable job painting a portrait of these very different business leaders, each with his own unique approach to vying for the same brass ring: domination of the American home-entertainment market ...An impressive look at the infinite complexities ...

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Netflix had posted an \$11 million loss in 1998—not unexpected or particularly large for a start-up. But the rate at which the company was burning through funds was both impressive and alarming. Netflix had exacerbated its cash-flow problems with the decision to punt DVD sales to Amazon.

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