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Spreadable Media examines the nature of audience engagement, the environment of participation, the way appraisal creates value, and the transnational flows at the heart of these phenomena. It delineates the elements that make content more spreadable and highlights emerging media business models built for a world of participatory circulation.

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In *Spreadable Media: Creating Value and Meaning in a Networked Culture*, Jenkins and his co-authors expand on that work, examining the ways stories, content, and other created materia

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Buy *Spreadable Media: Creating Value and Meaning in a Networked Culture (Postmillennial Pop)* by Jenkins, Henry, Ford, Sam, Green, Joshua (ISBN: 9780814743508) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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@inproceedings{Jenkins2013SpreadableMC, title={Spreadable Media: Creating Value and Meaning in a Networked Culture}, author={H. Jenkins and S. Ford and J. Green}, year={2013} }

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Spreadable Media: Creating Value and Meaning in a Networked Culture. Henry Jenkins , Sam Ford , and Joshua Green . New York : New York University Press, 2013 .

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In its stead, the fans who take center stage in Spreadable Media are the commercializable audiences, who happily seem to

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collaborate in their own exploitation, free laborers creating value of which...

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“Spreadable Media does have something to say—if you can accept the term itself and make it past the first few chapters.”. Should you ever find yourself at a cocktail party with Henry Jenkins, Sam Ford, or Joshua Green you are strongly advised to not bring up the words viral marketing. This is because the basic tenant of their new book *Spreadable Media: Creating Value and Meaning in a ...*

Spreadable Media: Creating Value and Meaning in a ...

Spreadable Media: Creating Value and Meaning in a Networked Culture New York: NYU Press, 2013 ISBN: 9 7808 1474350 8 \$29.95 (US) 352 pp (Review copy supplied by NYU press) The post Web 2.0 world is a messy and fragmented place. It presents

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unlimited possibilities for brands and media companies to reach audiences.

Spreadable Media: Creating Value and Meaning in a ...

Spreadable Media: Creating Value and Meaning in a Networked Culture (Postmillennial Pop, 15): Jenkins, Henry, Ford, Sam, Green, Joshua: 9781479856053: Amazon.com: Books.

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Henry Jenkins, Sam Ford & Joshua Green: Spreadable Media: Creating Value and Meaning in a Networked Culture. New York, USA: New York University Press, 2013

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Henry Jenkins, Sam Ford, and Joshua Green, *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York, NY: New York University Press, 2013, 352 pp., \$23.95 (hardcover). Reviewed by Rhiannon Bury Athabasca University
“If it doesn’t spread, it’s dead.” This catchy marketing slogan is,

Henry Jenkins, Sam Ford, and Joshua Green, Spreadable

...

Spreadable Media is a rare inside look at today’s ever-changing media landscape. The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called “user-generated content.”

Spreadable Media - NYU Press

"By critically interrogating the ways in which media artifacts

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circulate, Spreadable Media challenges the popular notion that digital content magically goes & viral. This book brilliantly describes the dynamics that underpin people's engagement with social media in ways that are both theoretically rich and publicly meaningful."

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