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Not being good at words, let me quote Cory Doctorow as published in the Guardian:
"If you think of a business idea that's better than any that have come before? if
you're ready to do to Google what Google did to Altavista; if you're ready to do to
the iPod what the iPod did to the Walkman; if you're ready to do to Netflix what
Netflix did to cable TV? you have to start out with a bribery warchest that beats
out the firms that clawed their way to the top back when there was a fairer
playing-field."