



# Summary: Free - Chris Anderson: The Future of Radical Price

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**Summary: Free - Chris Anderson: The Future of Radical Price** BusinessNews Publishing  
**Complete summary of Chris Anderson's book: "Free: The Future of Radical Price"**

This summary of the ideas from "Free" explains that, in today's business environment, companies can profit more by giving things away than they can by charging for them. Notably this isn't just a digital economy phenomenon. It applies right across the global economy. In more and more industries, abundance thinking is becoming a far more powerful engine for commerce than scarcity thinking ever has been. Free is becoming a business strategy which might just end up being essential for any company to survive. This summary points out that sooner or later, every company is going to have to figure out how to use Free or compete with Free, one way or another.

## **Added-value of this summary:**

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read the summary of "Free" and you will understand why the most effective price in the digital marketplace is no price at all.**

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