

how to save money with comcast

The article title is: How to Save Money with Comcast: Your Ultimate Guide

how to save money with comcast, a question on the minds of many cable and internet subscribers, can seem like a complex puzzle. Navigating the myriad of plans, packages, and promotional offers requires a strategic approach to ensure you're not overpaying for services you don't fully utilize. This comprehensive guide is designed to equip you with the knowledge and actionable steps needed to reduce your monthly Comcast bill. We will explore various avenues, from understanding your current plan to negotiating better rates and leveraging available discounts. By the end of this article, you'll be empowered to take control of your Comcast expenses and unlock significant savings.

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Understanding Your Current Comcast Plan

The first crucial step in saving money with Comcast is a thorough understanding of your existing service plan. Many subscribers pay for features, channels, or internet speeds that they rarely, if ever, use. Take the time to log into your Comcast account online or review your latest bill in detail. Identify exactly what services are included in your package, the associated costs, and any promotional pricing that might be nearing its expiration date. Understanding your current commitment is the bedrock of any cost-saving strategy.

Look closely at your internet speed. Are you paying for gigabit speeds when you primarily browse the web and stream standard-definition content? If so, you might be overpaying significantly. Similarly, for television services, assess your channel lineup. Are there premium channels or entire sports packages that you don't actively watch? Identifying these underutilized components is key to pinpointing areas where you can trim expenses. This detailed analysis sets the stage for more

informed decisions and effective negotiation.

Assessing Your Internet Usage

Internet usage is a primary driver of cost for many Comcast customers. Consider the number of devices connected to your network, the types of online activities you engage in (streaming, gaming, large file downloads, remote work), and the number of people using the internet simultaneously. Comcast offers a range of internet speeds, from basic plans suitable for light users to high-speed options for heavy data consumers. By accurately assessing your household's internet needs, you can determine if your current speed tier is excessive or if a more economical option might suffice.

Analyzing Your Television Channel Lineup

The vast array of channels offered in cable packages can be overwhelming, and often, many are rarely accessed. Review your current TV package and identify any premium channels (like HBO, Showtime, Cinemax), sports tiers, or international channel packs that are contributing to your monthly bill but aren't being used. Comcast often bundles these channels, making it difficult to opt-out of individual selections without altering the entire package. Understanding which channels you genuinely watch is essential for making informed decisions about downgrading or switching packages.

Negotiating with Comcast: The Art of the Deal

Once you have a clear picture of your current services, it's time to engage in negotiation. Comcast, like many large service providers, often has room for price adjustments, especially for long-term customers or those who have been paying higher rates. The key is to approach the negotiation strategically and with confidence. Be polite but firm, and be prepared to present evidence of your usage patterns and potential savings with competitor offers. Remember that customer retention is valuable to Comcast, and they may be willing to offer incentives to keep your business.

When you call to negotiate, clearly state your intention to reduce your monthly bill. Mention any competitor offers you've researched as leverage. Don't be afraid to ask for current promotions, loyalty discounts, or any available unadvertised deals. Often, speaking with a retention specialist, rather than a general customer service representative, can yield better results, as their primary goal is to prevent you from leaving. Persistence can pay off; if the first representative can't help, ask to speak to a supervisor.

When to Call for Negotiation

The best time to call Comcast to negotiate is often when your promotional pricing is about to expire or when you've seen a significant price increase on your bill. These are opportune moments when Comcast is more likely to be receptive to offering better rates to retain you as a customer. Additionally, if you've recently moved or experienced a change in your household's service needs, it's a good time to review your plan and see if adjustments can be made to save money. Proactive calls outside of these specific instances can also be effective, but leverage is often higher during periods of potential churn.

What to Say During the Call

When you contact Comcast, begin by clearly stating your account number and your desire to discuss your current billing and explore options for reducing your monthly expenses. Be specific about what you're looking to achieve. For example, you might say, "I'm reviewing my bill and I'm concerned about the rising costs. I'd like to see if there are any current promotions or loyalty discounts available that could lower my monthly payment, particularly for my internet and TV services." If you have a competitor's offer, present it calmly: "I've also received an offer from [Competitor Name] for similar services at a lower price, and I'm considering switching if we can't find a better rate." Avoid being overly aggressive, but be clear about your willingness to explore other options.

Bundling Services for Maximum Savings

Comcast, through its Xfinity brand, offers a variety of services including internet, television, and mobile phone plans. Bundling these services together can often lead to significant savings compared to purchasing them individually. Providers like Comcast incentivize customers to consolidate their services with a single company, simplifying billing and often providing package deals that offer a lower overall cost. Evaluate if a bundle meets your household's needs before committing.

When considering a bundle, pay close attention to the included features of each service. A bundled internet and TV package might offer a higher internet speed or a more comprehensive channel lineup than you currently have, but at a lower price than if you bought them separately. Similarly, adding Xfinity Mobile can sometimes unlock additional discounts on your internet service, especially if you're a heavy data user on your mobile plan. The key is to ensure that the bundled services align with your actual usage to maximize the value proposition.

Benefits of Bundling

The primary benefit of bundling Comcast services is the potential for cost savings. By consolidating your internet, TV, and sometimes mobile services under one provider, you can often access discounted rates that aren't available when services are purchased à la carte. Furthermore, bundling simplifies your monthly bills, as you'll have one statement from Comcast for all your services, which can make budgeting easier and reduce administrative hassle. Some bundles also offer enhanced features, such as higher internet speeds or more premium TV channels, at a price point that is more attractive than purchasing those individually.

Evaluating Bundle Options

When evaluating bundle options, it's crucial to perform a cost-benefit analysis. Compare the total cost of the bundle against the cost of your current individual services. Ensure that the internet speeds, data caps, channel selections, and mobile plan details within the bundle align with your household's actual needs. Avoid being upsold on services you won't use just to get a slightly better bundle price. Sometimes, a carefully selected combination of individual services might still be more cost-effective than a pre-packaged bundle, especially if your usage is highly specific or minimal in certain areas.

Exploring Internet-Only and TV-Only Options

While bundling is often promoted as the path to savings, it's not always the most cost-effective solution for everyone. If your primary need is high-speed internet and you've cut the cord on traditional cable, an internet-only plan might be your best bet. Conversely, if you still rely on cable for your entertainment but have a separate internet solution (perhaps through your mobile or a different provider), exploring TV-only packages is worthwhile. This segmented approach allows you to pay only for the services you truly value and use.

Comcast does offer standalone internet plans with various speed tiers, which can be more affordable than bundled packages that include TV. Similarly, they may have options for TV service without a separate internet connection, although this is less common in their primary offerings. Researching these non-bundled options can reveal significant savings, especially if your household has distinct preferences for internet and television consumption. This often involves a direct call to Comcast to inquire about these less-advertised options.

When Internet-Only Makes Sense

An internet-only plan with Comcast makes perfect sense if your household primarily relies on streaming services for entertainment and you do not subscribe to traditional cable television. This is particularly true if you use services like Netflix, Hulu, Amazon Prime Video, or YouTube for your viewing needs. By opting for an internet-only plan, you eliminate the costs associated with cable channels, set-top boxes, and DVR services, which can represent a substantial portion of a bundled bill. Ensure the internet speed you select is adequate for your streaming and general browsing habits.

When TV-Only Might Be Viable

While less common in today's market, a TV-only option might be viable if you have a separate, more affordable internet solution or if you primarily use your internet for basic browsing and email and rely heavily on cable for all your television viewing. This could involve a scenario where you have a very cheap or even free internet connection through another means, or if you live in an area with limited robust internet competition but strong cable TV infrastructure. It's essential to verify with Comcast if they offer a standalone TV package that doesn't require a bundled internet service, as their offerings often prioritize bundled solutions.

Leveraging Promotions and Discounts

Comcast frequently offers various promotions, discounts, and introductory rates designed to attract new customers and retain existing ones. Staying informed about these offers is a continuous process, and actively seeking them out can lead to substantial savings. These promotions can include temporary price reductions, free equipment upgrades, or bundled service discounts. It's crucial to be proactive in discovering and applying these offers to your account whenever possible.

Beyond standard new customer deals, there are other avenues for discounts. Some Comcast plans may offer discounts for bundling with Xfinity Mobile, or specific promotions for students, military personnel, or low-income households through programs like the Affordable Connectivity Program (ACP) if you qualify. Always inquire about any available discounts when you speak with a Comcast representative, and regularly check the Comcast website for current deals. Keep in mind that many

promotional prices are temporary, so be aware of when they expire and plan accordingly.

New Customer Promotions

New customer promotions are often the most aggressive and attractive offers Comcast provides. These typically involve significant discounts on internet speeds, TV packages, or bundled services for the first 12 to 24 months of service. While these are enticing, it's important to remember that the price will increase significantly once the promotional period ends. If you are a new customer, take full advantage of these introductory offers, but also make a note of the expiration date and start planning for negotiation or plan adjustments well in advance.

Loyalty Programs and Discounts

While not always heavily advertised, Comcast does have loyalty programs and offers for long-term customers. If you have been with Comcast for an extended period, don't hesitate to inquire about loyalty discounts or special offers that might be available to you. Sometimes, these discounts are not automatically applied and require a customer to call and ask for them. Mentioning your tenure as a customer during a negotiation call can strengthen your position in securing a better rate.

Discounts for Specific Groups

Comcast may offer specific discounts for certain demographic groups. These can include discounts for active military personnel, veterans, students, or seniors. Additionally, programs like the Affordable Connectivity Program (ACP) can provide eligible low-income households with a discount on internet service. It's always worth asking a Comcast representative if any such discounts are available and what the eligibility requirements are. These can provide significant ongoing savings for qualifying individuals and families.

Avoiding Unnecessary Fees and Equipment Costs

Beyond the base cost of your services, Comcast can also incur additional fees and charges for equipment rentals, installation, and miscellaneous services. Becoming aware of these potential costs and actively avoiding them can contribute significantly to your overall savings. Understanding what fees are legitimate and what can be waived or avoided is crucial for managing your Comcast bill effectively.

One of the most common areas for unnecessary expense is equipment rental. Comcast charges monthly fees for modem/router rentals and cable boxes. Purchasing your own compatible modem and router can often be a more cost-effective solution in the long run, as you'll pay a one-time purchase price instead of recurring monthly rental fees. Similarly, scrutinize your bill for any unexpected service call fees or installation charges that might be avoidable by opting for self-installation kits or scheduling appointments during off-peak times.

The Cost of Equipment Rental

Comcast charges a monthly rental fee for modems, routers, and TV set-top boxes. Over time, these recurring rental costs can add up to a substantial amount. For instance, renting a modem and router can cost \$15-\$25 per month, and a cable box can add another \$10-\$15. Over a year, this can easily amount to several hundred dollars in rental fees alone. Investing in your own compatible equipment can eliminate these monthly charges, leading to significant long-term savings. Ensure any purchased equipment is on Comcast's approved list to guarantee compatibility.

Self-Installation Options

When setting up new service or moving your existing service, Comcast often offers professional installation services for a fee. In many cases, you can opt for self-installation instead. Comcast typically provides a self-installation kit that includes all the necessary equipment and instructions to get your services up and running. This can save you the installation fee, which can range from \$50 to \$150 or more. If you are comfortable with basic setup tasks, self-installation is an excellent way to reduce initial costs.

Considering Lower-Tier Plans and Downgrading

As mentioned earlier, accurately assessing your service needs is paramount. If your analysis reveals that you are paying for internet speeds or TV channel packages that exceed your actual usage, downgrading to a lower-tier plan can be a straightforward and effective way to save money. Lower-tier plans offer a more basic service level at a significantly reduced price point. The key is to find a balance between cost savings and ensuring the plan still meets your essential needs without causing frustration.

Downgrading your internet speed might mean a slightly slower download time for large files or a less seamless experience for multiple users streaming high-definition content simultaneously. Similarly, a TV-only downgrade could mean losing some premium channels or having a more limited selection of local channels. Weigh these potential trade-offs against the monthly savings. For many households, the savings achieved by moving to a more appropriate tier far outweigh the minor inconveniences.

When to Consider Downgrading Internet Speed

Downgrading your internet speed is advisable if your current plan offers significantly more bandwidth than your household actively consumes. If you primarily use the internet for email, social media, browsing websites, and standard-definition streaming on one or two devices, you likely do not need the highest available speeds. Even for HD streaming on multiple devices, moderate speed tiers are often sufficient. By downgrading, you can reduce your monthly bill without a noticeable impact on your daily internet experience. However, if you frequently download large files, game online, or have many devices actively using the internet simultaneously, a lower tier might be too restrictive.

Re-evaluating Your TV Package

Similarly, it's often possible to save money by re-evaluating your TV package. If you find yourself

paying for premium movie channels, sports packages, or a vast array of entertainment channels that you rarely watch, it's time to consider a downgrade. Comcast offers various tiers of TV packages, from basic channels to extensive bundles. Identifying the essential channels you watch regularly and opting for a package that includes them, while eliminating the rest, can lead to considerable savings. You might also explore options that exclude premium sports or movie channels if those are not a priority.

The Role of Competitors in Saving Money with Comcast

The presence of competing internet and TV providers in your area is a powerful tool for saving money with Comcast. Competitors, whether they offer cable, fiber optic, or satellite services, create market pressure that often encourages providers like Comcast to offer better pricing and more attractive deals to retain customers. Actively researching what other providers are offering in your neighborhood can provide you with significant leverage when negotiating with Comcast.

Do your due diligence and identify all available internet and TV providers in your service area. Compare their pricing, package offerings, speeds, and any introductory promotions. Armed with this information, you can approach Comcast and use competitor offers as a negotiating point. Often, Comcast will match or beat competitor pricing to prevent losing your business. Don't underestimate the power of informing them that you are considering other options; this can be a strong motivator for them to offer you a more competitive rate.

Researching Local Competitors

Begin by identifying all available internet service providers in your geographical area. This includes not only other cable companies but also fiber optic providers, DSL providers, and even fixed wireless or satellite internet options. Visit their websites, compare their advertised plans and prices, and pay close attention to any introductory offers, bundle deals, or contract terms. Gather as much information as possible about their service offerings and how they stack up against Comcast's current pricing and features. This research is the foundation for effective negotiation.

Using Competitor Offers as Leverage

Once you have a clear understanding of what competitors are offering, you can use this information to negotiate with Comcast. When you call Comcast to discuss your bill or explore new plans, mention the competitor offers you've found. For example, you could say, "I've been looking into alternative providers, and I've found that [Competitor Name] is offering a similar internet package for \$X per month, which is significantly less than what I'm currently paying. Can Comcast offer me a comparable rate to keep my business?" Be prepared to share specific details of the competitor's offer if requested. This direct comparison often prompts Comcast to offer a more competitive price or a promotional discount.

Regularly Reviewing Your Comcast Service

The landscape of telecommunications services is constantly evolving, with new plans, technologies, and pricing structures emerging regularly. Therefore, it is essential to make a habit of regularly

reviewing your Comcast service to ensure you are always getting the best possible value. This proactive approach helps you stay ahead of price increases and capitalize on new savings opportunities before they become apparent through billing changes.

Set a reminder for yourself to review your Comcast bill and service at least once or twice a year. This could be timed around the expiration of a promotional period, or simply on a recurring basis. During these reviews, re-evaluate your usage patterns, compare current Comcast offerings with competitor deals, and assess if your current plan still aligns with your needs. By making regular reviews a part of your routine, you can maintain a cost-effective Comcast service and avoid paying more than you need to.

Setting Review Reminders

To ensure you don't miss opportunities for savings, establish a system for regularly reviewing your Comcast service. This could involve setting a recurring calendar reminder for yourself every six months or annually. You might choose to do this around the time your current promotional period is set to expire, or simply pick a consistent date, such as the beginning of a new quarter. Having these reminders will prompt you to proactively assess your billing and explore potential cost-saving measures before your next bill arrives with a surprise increase.

Staying Informed About New Plans

Comcast, like all major service providers, frequently introduces new plans, packages, and promotional offers. To maximize savings, it's important to stay informed about these changes. You can do this by periodically visiting the Comcast website, signing up for their email newsletters, or following their social media channels. Additionally, by staying aware of industry news and what competitors are offering, you can better understand where Comcast's pricing stands and identify when it might be advantageous to switch plans or negotiate a better deal.

FAQ

Q: What is the best way to start saving money with Comcast?

A: The most effective way to start saving money with Comcast is to thoroughly understand your current plan and usage. Identify any services, channels, or internet speeds you are paying for but do not regularly use. This knowledge is crucial for making informed decisions about downgrading, negotiating, or switching packages.

Q: Can I negotiate my Comcast bill even if I'm not a new customer?

A: Yes, absolutely. Comcast's retention department is often willing to negotiate with existing customers, especially if you are a long-term subscriber or if you have received competitive offers from other providers. Be prepared to explain your situation and what you are looking for.

Q: How much money can I save by bundling Comcast services?

A: The amount of savings varies depending on the specific services you bundle and the current promotional offers available. However, bundling internet, TV, and mobile services can often lead to discounts of 10-30% or more compared to purchasing each service individually.

Q: Is it cheaper to buy my own modem and router than to rent from Comcast?

A: In most cases, yes. While there is an upfront cost to purchase your own compatible modem and router, the monthly rental fees from Comcast can add up significantly over time. Within 12-24 months, purchasing your own equipment typically becomes the more cost-effective option.

Q: What should I do when my Comcast promotional pricing expires?

A: When your promotional pricing is about to expire, you should immediately contact Comcast to negotiate a new rate or explore alternative plans. Be prepared to leverage competitor offers and inquire about loyalty discounts to secure the best possible pricing.

Q: Are there any government programs that can help me save money on Comcast internet?

A: Yes, the Affordable Connectivity Program (ACP) is a government initiative that can provide eligible low-income households with a discount on internet service. You may need to contact Comcast directly to see if they participate in the ACP and how to apply.

Q: What are the benefits of switching to an internet-only plan?

A: Switching to an internet-only plan can lead to significant savings if you primarily use streaming services for entertainment and no longer subscribe to traditional cable television. You eliminate the costs associated with TV equipment, channel packages, and premium channels.

Q: How often should I review my Comcast bill and services?

A: It is recommended to review your Comcast bill and services at least once or twice a year. This proactive approach helps you identify any price increases, ensure you are on the most cost-effective plan for your usage, and take advantage of new promotions.

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how to save money with comcast: Principles of Macroeconomics Susan Feigenbaum, R. W. Hafer, 2011-09-30 Feigenbaum and Hafer's innovative new text is based on the idea that economics is an integral part of students' lives. Inspired by Economics: How We Live, economist Victor Fuchs's 1983 National Book Award winner, the text provides an economic framework for exploring the wide array of choices that span a person's life cycle. The authors build from the individual to the household to the firm and then to the economy at large, moving from realistic examples from everyday life to the broad, enduring principles of economic behavior.

how to save money with comcast: Cracking Health Costs Tom Emerick, Al Lewis, 2013-06-07 Cracking Health Costs reveals the best ways for companies and small businesses to fight back, right now, against rising health care costs. This book proposes multiple, practical steps that you can take to control costs and increase the effectiveness of the health benefit. The book is all about rolling back health care costs to save companies and employees money. Working hand-in-hand with their employees, businesses need to ensure that, whenever feasible, employees with the most expensive diagnoses get optimal treatment at hospitals not practicing "volume-driven" medicine for higher profits. Less than 10% of employees incur 80% of costs. About 20% of patients have been completely misdiagnosed, while many others are simply the victims of surgeons who are either practicing bad medicine or overtreating for profit. For example, some companies, such as Walmart and Lowe's, are turning to the "Centers of Excellence" approach author Tom Emerick helped to pioneer while running benefits for Walmart. By determining which hospitals are adopting the highest standards of care, benefits managers can reduce the number of unnecessary high-cost surgeries and improve employees' overall health. The solution-based approach offered by the book is unique, because it can be implemented by businesses today.

how to save money with comcast: The NOW Revolution Jay Baer, Amber Naslund, 2011-02-08 The social web has changed the way we do business forever The future of your company is not in measured, considered responses and carefully planned initiatives. Business today is about near-instantaneous response. About doing the best you can with extremely limited information. About every customer being a reporter, and every reporter being a customer. About winning and losing customers in real-time, every second of every day. About a monumental increase in the findable commentary about our companies. Having the time and information required to make a considered business decision is a luxury - a luxury that's quickly facing extinction. Yet business hasn't adapted to this evolution. And adapt you must. This book isn't about how to do social media. Instead, The Now Revolution outlines how you must retool your organization to make real-time business work for you rather than against you. Read about seven shifts that will help you make your company faster, smarter, and more social: Engineer a New Bedrock Find Talent You Can Trust Organize your Armies Answer the New Telephone Emphasize Response-Ability Build a Fire Extinguisher Make a Calculator The Now Revolution is pushing you to adapt the way you do business, from the inside out. It impacts your organization culturally, operationally, and functionally. This book is your guide to making the changes you need, and to harnessing the potential of this new communication era.

how to save money with comcast: Media and Digital Management Eli M. Noam, 2019-01-23

Being a successful manager or entrepreneur in the media and digital sector requires creativity, innovation, and performance. It also requires an understanding of the principles and tools of management. Aimed at the college market, this book is a short, foundational volume on media management. It summarizes the major dimensions of a business school curriculum and applies them to the entire media, media-tech, and digital sector. Its chapters cover—in a jargonless, non-technical way—the major functions of management. First, creating a media product: the financing of projects, and the management of technology, HR, production operations, intellectual assets, and government relations. Second, harvesting the product created: market research, marketing, pricing, and distribution. And third, the control loop: media accounting and strategy planning. In the process, this book becomes an indispensable resource for those aiming for a career in the media and digital field, both in startups and established organizations. This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives. It aims to make them more knowledgeable, less blinded by hype, more effective, and more responsible.

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how to save money with comcast: Sports on Television Dennis Deninger, 2012 Dennis Deninger has succeeded in covering the full gamut of sports television and sports broadcasting. The book proceeds from why this book needs to be written, to the history of the industry and discipline, the pioneering events of sports broadcasting and sports television, to a nuts-and bolts, behind-the-scenes look at a sports television production. Its potential audience includes academics, practitioners and the casual reader. This book provides an all-encompassing view of the sports television industry-- Provided by publisher.

how to save money with comcast: Strategic Marketing Russell Abratt, Michael Bendixen, 2018-07-04 This book is a unique collection of comprehensive cases that explore concepts and issues surrounding strategic marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. With case studies from a broad range of global contexts and industries, including Burger King, FedEx, and Twitter, readers will gain a working knowledge of developing and applying market-driven strategy. Through case analysis, students will learn to: examine the role of corporate, business, and marketing strategy in strategic marketing; recognize the implications of markets on competitive space with an emphasis on competitive positioning and growth; interpret the various elements of marketing strategy and apply them to a particular real-world situation; apply sound decision-making strategies and analytical frameworks to specific strategic marketing problems and issues; apply ethical frameworks to strategic marketing situations. Strategic Marketing: Concepts and Cases is ideal for advanced undergraduate and postgraduate students, as well as those studying for an MBA or executive courses in strategic marketing or marketing management.

how to save money with comcast: Captive Audience Susan Crawford, 2013-01-08 Ten years ago, the United States stood at the forefront of the Internet revolution. With some of the fastest speeds and lowest prices in the world for high-speed Internet access, the nation was poised to be the global leader in the new knowledge-based economy. Today that global competitive advantage has all but vanished because of a series of government decisions and resulting monopolies that have allowed dozens of countries, including Japan and South Korea, to pass us in both speed and price of broadband. This steady slide backward not only deprives consumers of vital services needed in a competitive employment and business market—it also threatens the economic future of the nation. This important book by leading telecommunications policy expert Susan Crawford explores why Americans are now paying much more but getting much less when it comes to high-speed Internet access. Using the 2011 merger between Comcast and NBC Universal as a lens, Crawford examines how we have created the biggest monopoly since the breakup of Standard Oil a century ago. In the

clearest terms, this book explores how telecommunications monopolies have affected the daily lives of consumers and America's global economic standing.

how to save money with comcast: Your Call Is Very Important to Us Richard Hardack, 2023-05-15 In a unique exploration of how corporations appropriate the rights and identities of people, Richard Hardack unearths the unexpected consequences of corporate America's quest to dominate every aspect of our culture. Not only do corporations govern our economy, but corporate personas define our identities and shape our relationships with people and the world around us. In a timely and wide-ranging study, Hardack recontextualizes the inordinate influence of corporations and corporate advertising as a legal, political, psychological, and sociological phenomenon. He connects a surprising array of topics, including advertising, pop culture, representations of nature, science fiction, legal history, the history of colonization and slavery, and the longing to transcend individuality, to show how the principles of corporate personhood—the idea that corporations are people—allow corporations to impersonate and displace actual people. Throughout, Hardack also provides a novel reassessment of the pernicious role and effect of advertising in our daily lives. The book makes accessible a complex topic and integrates many pressing issues in the U.S., including the privatization of the public sphere; the escalating polarization of wealth and rights; unchecked corporate power, influence and monopoly; and the descent of political debate and policy into the language of advertising, branding, and entertainment. Hardack treats the assumptions that foster corporate personhood as both cause and effect, driver and symptom, of a series of transformations in U.S. society. Awakened to this foundational way corporations infiltrate most human activities and interactions, readers can better understand and safeguard themselves against systemic changes to the American economy, culture, and politics.

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how to save money with comcast: Communication Technology Update and Fundamentals August E. Grant, Jennifer H. Meadows, 2016-11-03 Communication Technology Update and Fundamentals has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as what's in store for the future. The 15th edition is completely updated, reflecting the changes that have swept the communication industries. The first five chapters offer the communication technology fundamentals, including the ecosystem, the history, and structure—then delves into each of about two dozen technologies, including mass media, computers, consumer electronics, and networking technologies. Each chapter is written by experts who provide snapshots of the state of each individual field. Together, these updates provide a broad overview of these industries, as well as the role communication technologies play in our everyday lives. In addition to substantial updates to each chapter, the 15th edition includes: First-ever chapters on Big

Data and the Internet of Things Updated user data in every chapter Projections of what each technology will become by 2031 Suggestions on how to get a job working with the technologies discussed The companion website, www.tfi.com/ctu, offers updated information on the technologies covered in this text, as well as links to other resources

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Paul T. Jaeger, Ursula Gorham, John Carlo Bertot, Lindsay C. Sarin, 2014-04-15 Drawing on two decades of original research conducted by the authors, as well as existing research about the intersection of public policy, political discourse, and public libraries, this book seeks to understand the origins and implications of the current standing of public libraries in public policy and political discourse. It both explains the complex current circumstances and offers strategies for effectively creating a better future for public libraries. The main message is that there is a pressing need for public librarians and other supporters of public libraries to be: Aware of the political process and its implications for libraries; Attuned to the interrelationships between policy and politics; and Engaged in the policy process to articulate the need for policies that support public libraries. The style is both scholarly and accessible to general readers, with the goal of being useful to students, educators, researchers, practitioners, and friends of public libraries in library and information science. It will also be useful for those engaged in areas of public policy, government, economics, and political science who are interested in the relationships between public libraries, public policy, and political processes. Building upon the discussion of the key issues, the book offers proposals for professional, policy-making, and political strategies that can strengthen the public library and its ability to meet the needs of individuals and communities. The discussion and analysis in the book draw upon data and real world examples from the many studies that the authors have conducted on related topics, including libraries' outreach to increasingly diverse service populations and efforts to meet community needs through innovative partnerships. As the intersection of politics, policy, and libraries has grown in importance and complexity in recent years, the need for a book on their interrelationships is long overdue.

how to save money with comcast: Born to Be Wired John Malone, 2025-09-02

A legendary media pioneer tells his own incredible story—how he helped reinvent cable TV, launch high-speed internet, and shape the modern media landscape. John Malone remains a stranger to most people, though millions of us have been touched by the technologies and content he made possible. In *Born to Be Wired*, this “Cable Cowboy” shares stories of the people behind the most transformative business deals in media, entertainment, and technology. He recounts the remarkable tale of how America was wired, and how a strand of copper evolved from a rural TV-antenna service into a broadband backbone for phone, internet, and streaming services, paving the way for tech giants like Amazon, Facebook, and Google. He gives an insider account of launching cable's first TV networks, including Discovery, QVC, TBS, and Black Entertainment Television, and reveals his strategic thinking behind the largest media mergers of our time, such as Warner Bros. Discovery, and the global concert firm Live Nation Entertainment (Ticketmaster). On Wall Street, returns of Malone's Liberty Media, which owns Formula One, are watched closely, and rival those of Warren Buffett of Berkshire Hathaway, a friend and investor. Now he celebrates the titans he's encountered along the way, including Rupert Murdoch of News Corp, Ted Turner of CNN, Barry Diller of IAC, Reed Hastings of Netflix, and Mark Zuckerberg of Meta. After a lifetime of media deals, he reveals the relationships that shaped him, the strategies that sustained him, and the challenges that will define the future of the industry.

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2010-12-20 The entertainment industry is one of the largest sectors of the U.S. economy and is in fact becoming one of the most prominent globally as well, in movies, music, television programming, advertising, broadcasting, cable, casino gambling and wagering, publishing performing arts, sports, theme parks, toys and games. The eighth edition of *Entertainment Industry Economics* differs from its predecessors by inclusion of a new section on the legal aspects and limitations common to all such 'experience' industries, reference to the emerging field of the psychology of entertainment,

partial restructuring and expansion of the music chapter, enhancement of the section on advertising, and broadening of the coverage in the gaming and wagering chapter. The result is a comprehensive, up-to-date reference guide on the economics, financing, production and marketing of entertainment in the United States and overseas, that will interest investors, business executives, accountants, lawyers and arts administrators.

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