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In a zero marginal cost society, extreme productivity decreases the amount of information, energy, material resources, labor and logistics costs, necessary to produce, distribute, and recycle economic goods and services, once fixed costs are absorbed.

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The Zero Marginal Cost Society “In his new book The Zero Marginal Cost

Society, Jeremy Rifkin gives us an exciting analysis of our time, the situation of mankind, and of the big trends in technological change. From there he goes on to develop a universal perspective for the society of the 21 st century – decidedly against a zeitgeist rather dominated by anxiety about the future and a decidedly pessimistic view of progress. Jeremy Rifkin links up the concrete social and ecological challenges of our era with their economic ...

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A near zero marginal cost society is the optimally efficient state for promoting the general welfare and represents the ultimate evolution of capitalism. Corporate profits are beginning to dry up, property rights are weakening and an economy based on scarcity is slowing giving way to an economy of abundance.

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Jeremy Rifkin (born January 26, 1945) is an American economic and social theorist, writer, public speaker, political advisor, and activist. Rifkin is the author of 21 books about the impact of scientific and technological changes on the economy, the workforce, society, and the environment. His most recent books include, The Green New Deal (2019), The Zero Marginal Cost Society (2014), The Third Industrial Revolution (2011), The Empathic Civilization (2010), and The European Dream (2004).

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