

# OWNERSHIP VERSUS RENTAL

## TRUTH

*“Lets stopping trying to TRICK people and call It what it is.”*

**OWNERSHIP** is the foundation of a modern free society.

**HONESTY**

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*“It FEELS GOOD to own things.”*

The economic **VALUE** vs. **VALUELESS** proposition.

# INTEGRITY

*“Hey, wait don’t steal my books!”*

IT's mine and you can't keep it.

**VALUE**

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*"How about, its yours to enjoy; share it, donate it, resell it, protect it."*

# Why not just let a book be a book!

## IDENTIFY

It is not about the device, it is about the content.



*“Let a book be a book, the mistaken allure of device DRM and the licensing scheme.”*

**Give readers what they want!**

**EXPANSION**  
**MARKET GROWTH WILL RESULT**



*“Choices are good, and the money will come.”*

# THE VERDICT: WHEN THE CONSUMER WINS, EVERYONE WINS!

*The interesting thing is when we design and architect a server, we don't design it for Windows or Linux, we design it for both. We don't really care, as long as we're selling the one The CUSTOMER WANTS.*

[Michael Dell](#)

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