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Autore	Crumlish Christian
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Nota di contenuto	The Power of Many: How the Living Web Is Transforming Politics, Business, and Everyday Life; Front matter; Contents; Acknowledgments; Foreword; Introduction; Chapter 1: People Get Ready; In My Day, We Shared Music via Snail; Who Was Howard Dean and How Did He Go So Far?; When Did Everyone Get a Blog?; There's Something Happening Here--What It Is Ain't Exactly Clear; Television Not Meeting Our Needs; Ridiculously Easy Group Formation; The Smart Mob; The Web Comes Alive; It's the People, Stupid; Sources and Further Reading; Chapter 2: All Politics Is Personal; From Insurgents to Frontrunners Who Was That Brusque Man? Learning from Webloggers; First-Mover Advantage; The Move On Example; Meetup Ties the Web to the Real World; Adopting Internet Technologies; Developing Custom Solutions; Producing Results: The 100 Revolution; A Virtual War Room Isn't Enough; Backspin: ""They're Not Trying to Stop Me. They're Trying to Stop You.""; The Blogging of the President 2004; Peer-to-Peer Democracy; Incumbency vs. Disruptive Technologies; The Whole World

Is Watching; Watching the Whole World; Let 1,000 Flowers Bloom; An Open Civic Space; Sources and Further Reading
Chapter 3: Getting Off the Couch What Motivates People; What People Need; Critical Mass; The Second Superpower; Think Globally, Act Locally; Online Methods for Real-World Organizers; Bringing It Home; Urban Activism; Saving the Bay; Identifying Stakeholders; Millions of Moms; Who Gets the Data?; To Your Health; To Nonprofit or Not to Nonprofit; "Give Me What Move O's Got"; Sources and Further Reading;
Chapter 4: Meet the Neighbors; A Sense of Place; Portland Communique; Habitat for Humanity; A "You Are Here" Toolkit; Educating Locally; Serious Tools for Playing Around
Localized Social Networking All Politics Is Local; Somebody Call 311; Moving into Communities of Interest; Sources and Further Reading;
Chapter 5: Visible Means of Support; Mutual Support from Shared Experiences; The Unique Experiences of Veterans; Getting Beyond the Stigma of Asking for Help; A Tale of Two Mail Lists; From Shared Needs to Concerted Action; Sources and Further Reading;
Chapter 6: Culture Jamming the Hollywood Megalith; Jamming in Real Time; Jamming in Unreal Time; It's My Happening . . .; First Person, Confessional; Fandom as Contemporary Folk Culture; Temporary Autonomous Zones Community Creativity The Oldest Established Permanent Floating Flash Mob in New York; Now Appearing; Sources and Further Reading;
Chapter 7: Doing Business with Strangers; Six Degrees of Hesitation; Another Day, Another Social Network Software Launch; Handshakes and Letters of Recommendation; Doing Deals without Meeting; The Downsides of YASNs; Privacy, Security, Terms of Service; Open Source Social Networks; Social Software versus Social Network Software; Providing Presence; Business Blogging; The End of Mass-Market Advertising; Permission Marketing; Real Customer Service Sources and Further Reading

Sommario/riassunto

"A lot of people are starting to use the Internet to reconnect themselves to their neighborhood, their community, and the world. The Power of Many is a great survey of the way this is really being accomplished by many individuals working together."-Craig Newmark, founder of craigslist.org "What a fascinating topic. If you're interested in the future, the past, or the present, then you should read this book."-Scott Heiferman, Co-Founder of Meetup.com and Fotolog.net The development of social networks on the Web touches countless aspects of our everyday lives. With instant
