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Collana	Simplicity: design, technology, business, life
Altri autori (Persone)	BentleyR. Alexander <1970-> EarlsMark O'BrienMichael J <1950-> (Michael John)
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Nota di contenuto	Cover ; CONTENTS; FOREWORD; PREFACE: IN KATZ'S DELI; 1 OUT OF THE TREES; PLAYBOY AND THE PLEISTOCENE; THE FOREST FOR THE TREES: THE SOCIAL SIDE OF THINGS; ORGANIZING OUR THINKING AS TREES; 2 RULES OF THE GAME; 3 COPYING BRAIN, SOCIAL MIND; MORE REALLY IS DIFFERENT; WHY COPY?; THE SOCIAL BRAIN: ORGANIZED IN TREES; THE SOCIAL MIND AND COLLECTIVE MEMORY; 4 SOCIAL LEARNING, EN MASSE; MODELS OF SOCIAL DIFFUSION; ANYONE FOR "LESS NUANCED"?; WHY "COLD FUSION" IS DIFFERENT; THE IDEA AND THE VIRUS; HEARD THAT NAME BEFORE?; TRADITIONS; 5 CASCADES; UNINTENDED CASCADES; "IMPACT" CASCADES NOT SOLID GROUNDTHINGS GET COMPLEX; WHEN POWER LAWS CASCADED; AVALANCHES AND WILDFIRES; CASCADES IN HIGHLY CONNECTED NETWORKS; TREES, AGAIN; LEARNING FROM CASCADES; 6 WHEN IN DOUBT, COPY; EXTENDING THE GAME; LONG TAILS; COPYCATS; HOW ARE PEOPLE COPYING?; 7 MAPPING COLLECTIVE BEHAVIOR; A MAP WITH FOUR REGIONS; THE AGE OF "WHAT SHE'S

HAVING"; BACK IN THE DELI; BIBLIOGRAPHY; INDEX

Sommario/riassunto

How we learn from those around us: an essential guide to understanding how people behave.