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Nota di contenuto	Book Cover; Title; Copyright; Contents; Preface; Introduction: A New Vision; PART I: MIND QUAKES; Chapter 1 Public Opinion as a Complex Adaptive System (CAS); Chapter 2 The Continuous Mutation of Informal Messages; Chapter 3 Circular Reaction in Media Hypes; PART II: EMERGING COLLECTIVE BEHAVIOR; Chapter 4 The Formation of Synergy in Crowds; Chapter 5 The Emergence of Patterns in Opinion Currents; Chapter 6 The Self-Organization of Social Movements; PART III: SHIFTING PUBLIC MOODS; Chapter 7 The Evolving Context of Fashion and Fads; Chapter 8 Critical Thresholds in Fear and Panic Chapter 9 Possible Attractors in Outrage and ProtestPART IV: Conclusions; Chapter 10 Phase Transitions in Crazes and Crashes; Chapter 11 Prediction, Planning, and Fundamental Uncertainty; Chapter 12 Epilogue: Issues Management?; References; Author Index; Subject Index; About the Author
Sommario/riassunto	This is a highly innovative and stimulating work with the outline of an entirely new approach to massive and rapid shifts in opinion and communication. It discusses and explains such mysterious phenomena as sudden crazes and crashes, fads and fashion, hypes and manias, moral outrage and protests, gossip and rumors, and scares and panics. Rich in alternative insights, the book is divided into four parts. Part I discusses the points of departure: the most relevant processes of opinion formation and communication. Part II is about phenomena on three different levels, that have tradition

