

《SUPERCONNECT 超级沟通》

图书基本信息

书名：《SUPERCONNECT 超级沟通》

13位ISBN编号：9781408701713

10位ISBN编号：1408701715

出版时间：2010-6

出版社：人民出版社

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页数：286

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内容概要

Networks rule the world. Take an organization of any kind: a corner shop, a new venture, a gang of drug traffickers, the United Nations, Google, the place you work. They are all networks, with their own rules and values and ways of communicating. Everybody belongs to networks and they make a huge difference to our lives - to our happiness and to our opportunities. As the world becomes more densely populated, the connections between us are expanding in ever more intricate ways - via the web, mobile phone technology and global media. How does this affect us? And how can we make the most of these connections? SUPERCONNECT looks at how the successful and fortunate few behave - and shows that if you want to be one of them, you have to play by the network rules.

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书籍目录

Authors' Note Preface 1 Authors of Our Own Success? 2 Do You Live in a Small World? 3 The Strength of Weak Links 4 The Superconnectors 5 Heaven, Hell and Hubs 6 Cyberspace - Brave New World? 7 Rolodex Poulette 8 Hub to Hub 9 The Network Structure of Ideas 10 Network Stars 11 The Business of Weak Links 12 Poverty, Urban Renewal and Gangsters 13 A Network Society Acknowledgements Endnotes Index

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