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rewiring our brains (p1).

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*(???) **What the Internet is***

Doing to Our Brains

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Nicholas Carr's The Big Switch: Rewiring the World, from Edison to Google is a "riveting" and "magisterial" examination of how a revolution in computing - the cloud - is reshaping business, society, and

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culture. From the software business to the newspaper business, from job creation to community formation, from cyberwar to privacy, The Big Switch offers a panoramic view of the new world being conjured from the circuits

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Nicholas Carr returns with *The Big Switch*, a sweeping look at how a new computer revolution is reshaping business, society, and

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culture. Just as companies stopped generating their own power and plugged into the newly built electric grid some hundred years ago, today it's computing that's turning into a utility.

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Nicholas Carr is the author of the Pulitzer Prize finalist *The Shallows*, the best-selling *The Big Switch*, and *Does IT Matter?* His

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acclaimed new book, *The Glass Cage: Automation and Us*, examines the personal and social consequences of our ever growing dependence on computers and software.

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In this lucid and compelling book Carr weaves together history, economics and technology to explain the "big switch". About the Author Nicholas Carr is the

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author of *The Shallows*, a Pulitzer Prize finalist, *The Glass Cage*, and *Utopia is Creepy*.

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[Book Review] The Big Switch by Nicholas Carr
Nicholas Carr is a skilled professional author. Since the dawn of his career, Carr is possessed by a vigorous passion for investigating

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the impacts of technology on society and human cognition, notably focusing on the adverse ones.

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Carr. February 23, 2008 By Venkatesh Rao. Nicholas Carr, famous for being among the first to publicly point out, in *IT Doesn't Matter*, that investment in information technology had gone from being a

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differentiator to a cost of doing business, is back in the limelight with an ambitious new book, The Big Switch (website). It starts out with a fairly focused intent – to understand the potential shift to a service-

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oriented, utility-based model of computing.

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movement" (Christian Science Monitor), The Big Switch makes a simple and profound statement: Computing is turning into a utility, and the effects of this transition will ultimately change society as completely

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as the advent of cheap electricity did. In a new chapter for this edition that brings the story up-to-date, Nicholas Carr revisits the dramatic new world being conjured from the circuits of the “World Wide ...

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Carr's points are echoed in his new book, The Big Switch: Rewiring the World, from Edison to Google, in which he details his case

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that cloud computing will enable companies to lower their capital...

~~Q&A: Nicholas Carr on 'the big switch' to cloud computing ...~~

Nicholas Carr writes about

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technology, culture, and economics. His most recent book, *The Shallows: What the Internet Is Doing to Our Brains*, is a 2011 Pulitzer Prize nominee and a New York Times bestseller. Nick is also the author of two other

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influential books, The Big Switch: Rewiring the World, from Edison to Google (2008) and Does IT Matter? (2004).

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The Big Switch, a book that is written by Nicholas Carr

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talks about the future of IT technology with comparison to the past achievements in the similar field of energy that has been delivered to the world since the big invention of Thomas Edison.

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In this lucid and compelling book, Nicholas Carr weaves together history, economics, and technology to explain why computing is changing --

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Hailed as “the most influential book so far on the cloud computing movement” (Christian Science

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Monitor), The Big Switch makes a simple and profound statement: Computing is turning into a utility, and the effects of this transition will ultimately change society as completely as the advent of cheap

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Nicholas Carr is the author of *The Shallows*, a Pulitzer Prize finalist, *The Glass Cage*, and *Utopia is Creepy*. He has written for the *New York Times*, the *Wall Street*

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Journal, Atlantic, and Wired. He lives in Massachusetts with his wife.

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as the advent of cheap electricity did. In a new chapter for this edition that brings the story up-to-date, Nicholas Carr revisits the dramatic new world being conjured from the circuits of the “World Wide

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An analysis of an evolving trend in computer-based business makes predictions about what will be its role in transforming economics and culture, in an account

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that evaluates how the shift from private computer systems to Internet-based networks has initiated a major revolution that will impact all components of society. 25,000 first printing.

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shake up the world.” –Ann
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become a foundational book

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in one of the most important debates of our time: As we enjoy the internet's bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings

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a decade's worth of posts from his blog, *Rough Type*, as well as his seminal essays, *Utopia Is Creepy* is "Carr's best hits for those who missed the last decade of his stream of thoughtful commentary about our love

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affair with technology and its effect on our relationships" (Richard Cytowic, New York Journal of Books). Carr draws on artists ranging from Walt Whitman to the Clash, while weaving in the latest

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findings from science and sociology. Carr's favorite targets are those zealots who believe so fervently in computers and data that they abandon common sense. Cheap digital tools do not make us all the next Fellini or

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Dylan. Social networks, diverting as they may be, are not vehicles for self-enlightenment. And “likes” and retweets are not going to elevate political discourse. Utopia Is Creepy compels us to question the

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technological momentum that has trapped us in its flow. “Resistance is never futile,” argues Carr, and this book delivers the proof.

Over the last decade, and
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even since the bursting of the technology bubble, pundits, consultants, and thought leaders have argued that information technology provides the edge necessary for business success. IT expert Nicholas G. Carr

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offers a radically different view in this eloquent and explosive book. As IT's power and presence have grown, he argues, its strategic relevance has actually decreased. IT has been transformed from a

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source of advantage into a commoditized "cost of doing business"--with huge implications for business management. Expanding on Carr's seminal Harvard Business Review article that generated a storm of

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controversy, Does IT Matter? provides a truly compelling--and unsettling--account of IT's changing business role and its leveling influence on competition. Through astute analysis of historical and

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contemporary examples, Carr shows that the evolution of IT closely parallels that of earlier technologies such as railroads and electric power. He goes on to lay out a new agenda for IT management, stressing cost

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control and risk management over innovation and investment. And he examines the broader implications for business strategy and organization as well as for the technology industry. A frame-changing statement on

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one of the most important business phenomena of our time, *Does IT Matter?* marks a crucial milestone in the debate about IT's future. An acclaimed business writer and thinker, Nicholas G. Carr is a former executive

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editor of the Harvard Business Review.

In *The Glass Cage*, Pulitzer Prize nominee and bestselling author Nicholas Carr shows how the most important decisions of our

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lives are now being made by machines and the radical effect this is having on our ability to learn and solve problems. In May 2009 an Airbus A330 passenger jet equipped with the latest 'glass cockpit' controls

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plummeted 30,000 feet into the Atlantic. The reason for the crash: the autopilot had routinely switched itself off. In fact, automation is everywhere - from the thermostat in our homes and the GPS in our phones to the

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algorithms of High Frequency Trading and self-driving cars. We now use it to diagnose patients, educate children, evaluate criminal evidence and fight wars. But psychological studies show that we perform best when

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fully involved in a task, while the principle of automation - that humans are inefficient - is self-fulfilling. The glass cockpit is becoming a glass cage. In this utterly engrossing exposé,

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bestselling writer Nicholas Carr reveals how automation is affecting our ability to solve problems, forge memories and acquire skills. Rather than rejecting technology, Carr argues that we must urgently rethink its

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role in our lives, using it to enhance rather than diminish the extraordinary abilities that make us human.

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deadlines, emails, phone
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passions, desires, dreams.

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should live without it. In the ten essays in this book some of our finest authors and passionate advocates from the worlds of science, publishing, technology and social enterprise tell us about the experience of

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Cloud computing promises to revolutionize IT and business by making computing available as a utility over the internet. This book is intended primarily for practising software architects who need to

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assess the impact of such a transformation. It explains the evolution of the internet into a cloud computing platform, describes emerging development paradigms and technologies, and discusses

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how these will change the way enterprise applications should be architected for cloud deployment. Gautam Shroff provides a technical description of cloud computing technologies, covering cloud

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infrastructure and platform services, programming paradigms such as MapReduce, as well as 'do-it-yourself' hosted development tools. He also describes emerging technologies critical to cloud computing. The book

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also covers the fundamentals of enterprise computing, including a technical introduction to enterprise architecture, so it will interest programmers aspiring to become software architects and serve as a

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