



## The End of Big: How the Digital Revolution Makes David the New Goliath (Paperback)

By Nicco Mele

St Martin's Press, United States, 2014. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Governments fear--and sometimes fall before--individuals relying only on social media. Major political parties see their power eroded by grassroots forces through online fundraising. Universities scramble to preserve their student populations in the face of less expensive, more accessible online courses. Print and broadcast news outlets struggle to compete with citizen journalists and bloggers. Is it the end of big? Social media pioneer, political and business strategist, and Harvard Kennedy School faculty member Nicco Mele offers a fascinating, sometimes frightening look at how our ability to stay connected--constantly, instantly, and globally--is dramatically changing our world. As our traditional institutions are being disrupted in revolutionary ways, we risk a dark and wildly unstable future, one in which our freedoms and basic human values could be destroyed rather than enhanced. Both hopeful and alarming, *The End of Big* is a thought-provoking, passionately argued book that offers genuine insight into the ways we are using technology, and how it is radically changing our world in ways we are only now beginning to understand.



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