

<<Wisdom of Crowds ( 群众 )>>

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### 内容概要

History tells us that when you want something done you turn to a leader: right? Wrong. If you want to make a correct decision or solve a problem, large groups of people are smarter than a few experts. This brilliant and insightful book shows why the conventional wisdom is so wrong and why the theory of the wisdom of crowds has huge implications for how we run our businesses, structure our political systems and organise our society. Shrewd, meticulous and profound, *The Wisdom of Crowds* will change for ever the way you think about human behaviour.

作者简介： James Surowiecki is a staff writer at the New Yorker, where he writes the popular business column, 'The Financial Page'. His work has appeared in a wide range of publications, including the New York Times, the Wall Street Journal, Artforum, Wired and Slate. He lives in Brooklyn, New York.

书籍目录

Introduction xi 1. The Wisdom of CrowdsPART I 2. The Difference Difference Makes: Waggle the Bay of Pigs, and the Value of Diversity Dances 3. Monkey See, Monkey Do: Imitation, Information Cascades, and Independence 4. Putting the Pieces Together: The CIA, Linux, and the Art of Decentralization 5. Shall We Dance?: Coordination in a Complex World 6. Society Trust Does Exist: Taxes, Tipping, Television, and TrustPART II 7. Traffic: What We Have Here Is a Failure to Coordinate 8. Science: Collaboration, Competition, and Reputation 9. Committees, Juries, and Teams: The Columbia Disaster and How Small Groups Can Be Made to Work 10. The Company: Meet the New Boss, Same as the Old Boss? 11. Markets: Beauty Contests, Bowling Alleys, and Stock Prices 12. Democracy: Dreams of the Common Good  
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