

<<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

出版时间：人民出版社

作者：Koch, Richard

页数：286

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<SUPERCONNECT 超级沟通>>

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.

<<SUPERCONNECT 超级沟通>>

书籍目录

Authors' NotePreface1 Authors of Our Own Success?2 Do You Live in a Small World?3 The Strength of Weak Links4 The Superconnectors5 Heaven, Hell and Hubs6 Cyberspace - Brave New World?7 Rolodex Poulette8 Hub to Hub9 The Network Structure of Ideas10 Network Stars11 The Business of Weak Links12 Poverty, Urban Renewal and Gangsters13 A Network SocietyAcknowledgementsEndnotesIndex

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>