

# An Army of Davids

## AN ARMY OF DAVIDS

HOW MARKETS AND TECHNOLOGY EMPOWER  
ORDINARY PEOPLE TO BEAT BIG MEDIA,  
BIG GOVERNMENT AND OTHER GOLIATHS



"[I]mportant, even brilliant... ignore these small [big] ideas at your peril!"  
— SETH GOODE, author of *Small Is the New Big*

GLENN REYNOLDS  
INSTAPUNDIT.COM

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There was a time in the not-too-distant past when large companies and powerful governments reigned supreme over the little guy. But new technologies are empowering individuals like never before, and the Davids of the world-the amateur journalists, musicians, and small businessmen and women-are suddenly making a huge economic and social impact.

In *Army of Davids*, author Glenn Reynolds, the man behind the immensely popular Instapundit.com, provides an in-depth, big-picture point-of-view for a world where the small guys matter more and more. Reynolds explores the birth and growth of the individual's surprisingly strong influence in: arts and entertainment, anti-terrorism, nanotech and space research, and much more.

The balance of power between the individual and the organization is finally evening out. And it's high time the Goliaths of the world pay attention, because, as this book proves, an army of Davids is on the rise.

"George Orwell feared that technology would enable dictators to enslave the masses. Glenn Reynolds shows that technology can empower individuals to determine their own futures and to defeat those who would enslave us. This is a book of profound importance-and also a darn good read."**MICHAEL BARONE, senior writer at U.S. News & World Report and author of Hard America, Soft America**

"Blogger extraordinaire Glenn Reynolds shows how average Americans can use new technologies to overcome the twin demons of corporate greed and incompetent government. Reynolds is a compelling evangelist for the power of the individual to change our world."**ARIANNA HUFFINGTON, author of Pigs at the Trough and Fanatics and Fools**

A smart, fun tour of a major social and economic trend. From home-brewed beer to blogging, Glenn Reynolds is an engaging, uniquely qualified guide to the do-it-yourself movements transforming business, politics, and media."**VIRGINIA POSTREL, Forbes columnist and author of The Future and its Enemies and The Substance of Style**

A student in her dorm room now commands the resources of a multi-million dollar music recording or movie editing studio of not so many years ago. The tools of creativity have been democratized and the tools of production are not far behind (Karl Marx take note). Glenn Reynolds's beguiling new book tells the insightful story of how an 'army of Davids' is inheriting the Earth, leaving a trail of obsolete business models not to mention cultural, economic, and political institutions in its wake."**RAY KURZWEIL, scientist, inventor, and author of several books including The Singularity is Near**

'Must-read,' 'gotta have,' 'culture-changing' . . . I am suspicious of blurbs with such overused plugs. But Glenn Reynolds's *An Army of Davids* is in fact a must-read new book that you gotta have if you are going to understand the culture-changing forces that are unleashed and at work across the globe."**HUGH HEWITT, syndicated talk radio host and author of Blog and Painting the Map Red**

Glenn Reynolds has written an essential book for understanding how technology and markets are creating a bottom-up shift in power to ordinary people that is changing business, government, and our world. Packed with fresh ideas and adorned with

graceful prose, *An Army of Davids* is a masterpiece."-<strong>JOE TRIPPI, author of  
<em>The Revolution Will Not Be Televised</em></strong></p>

"I cannot think of a better book for the average reader to understand just how the Web and other digital technologies are reversing the polarities of modern society-restoring many features of daily life lost with the Industrial Revolution, while at the same time inventing powerful new cultural institutions. And for those of us who make careers out of watching this transformation, no book to date so well summarizes all of the diverse trends in a single narrative."-<strong>MICHAEL MALONE, "Silicon Insider," ABC News</strong></p>

"Reynolds' highly informative book-a must-read if you want to have some idea of the direction things are taking-is about a lot more than the effect of blogging on Big Media. Its theme is 'the triumph of personal technology over mass technology,' which is a trend Reynolds believes is only 'going to strengthen over the coming decades.'" -<strong>FRANK WILSON, <em>Philadelphia Inquirer</em></strong></p>

"Instapundit's book reads fast. . . It's just one big idea after another, like a Hollywood thriller that piles on the plot rather than stopping to tie up the loose ends. . . He's fearless. . ."-<strong>MICKEY KAUS, <em>Kausfiles</em></strong></p>

"The book covers everything from home-brewing beer to space travel, but all the themes are connected by Glenn's faith in human imagination and creativity. It's a must-read for anyone interested in where technology is taking us."-<strong>JIM MEIGS, <em>Popular Mechanics</em></strong></p>

"Reynolds comes across as a good-humored, reasonable and even modest fellow, so it is astonishing to realize just how ambitious <em>An Army of Davids</em> really is. A hundred years ago, nobody could accurately explain or predict just where the Industrial Revolution would take us. Now, Reynolds attempts nothing short of explaining and predicting where the Information Revolution will take us. . . I will make a prediction-in December, when lists of the most important books of the year are drawn up, this one will be near the top."- <strong>JAMES L. MERRINER, <em>Chicago Sun-Times</em></strong></p>

"Reynolds argues that we are undergoing a sea change. The balance of advantage-in every aspect of society-is shifting from big organizations to small ones. . . Reynolds presents his case with verve and wit."- <strong>ADRIAN WOOLDRIDGE, <em>Wall Street Journal</em></strong></p>

". . . crisp and readable. . ."-<strong><em>The Economist</em></strong></p>

"Glenn Reynolds isn't just the author of 'An Army of Davids.' He's a living, breathing embodiment of the book's attractive and persuasive thesis. . ."-<strong>NICK GILLESPIE, <em>New York Post</em></strong></p>

作者介绍:

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## 标签

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## 评论

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## 书评

六月底，去得克萨斯看望同学，路上汽车要加油，人要喝红牛，于是路上找地方歇息。在加油站附近有两家饭店，一个是全球连锁的肯德基，一个是一个当地的小饭店。考虑了一会，我们决定去这个不知名的小饭店。进来之后，才发现一直强调“企业文化”的一些整齐划一的连锁快餐，与这...

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