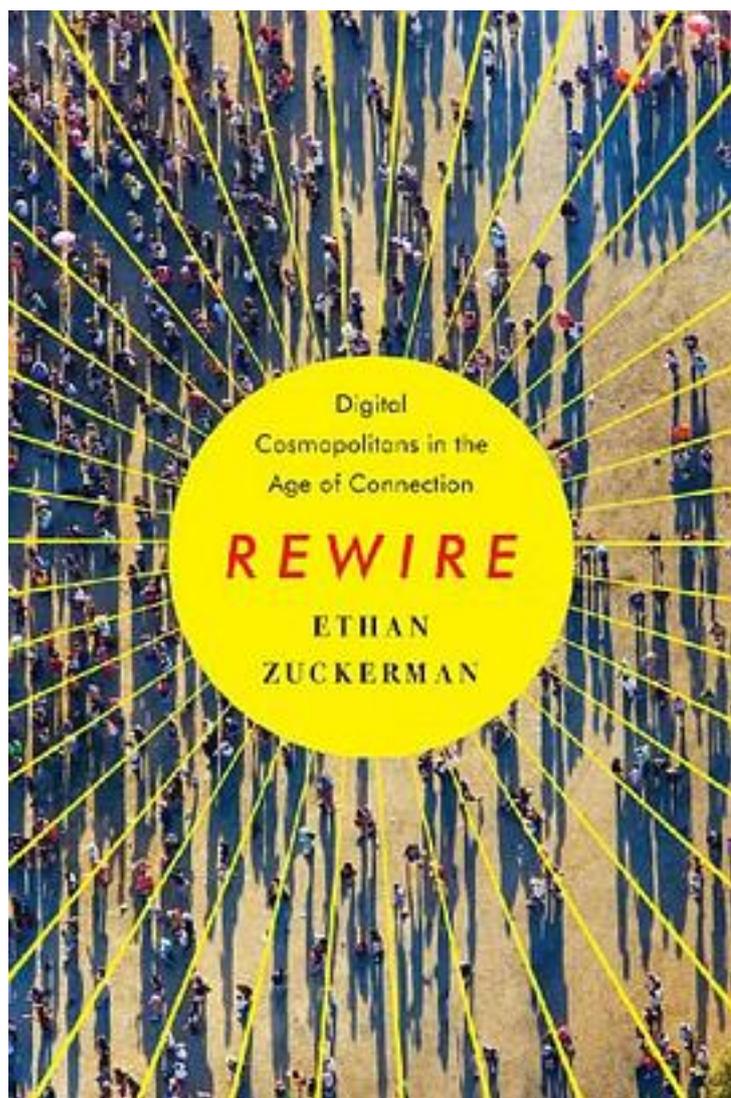


Rewire



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In an age of connection supercharged by the Internet, we often assume that more people online means a smaller, more cosmopolitan world. In reality, it is easier to ship bottles of water from Fiji to Atlanta than it is to get news from Tokyo to New York. In *Rewire* Ethan Zuckerman draws on contemporary research in psychology, sociology and his own work on how humans "flock together" to explain why the technological ability to reach someone does not inevitably lead to increased connection. For those who seek a wider picture - a picture now critical for global success - Zuckerman highlights the challenges and the headway already made by attempts to bridge cultures through translation, cross-cultural inspiration and the search for new, serendipitous experience. *Rewire* offers a map of the innovations needed to more tightly connect the world

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评论

這本書告訴你如何藉助互聯網認識異文化，以及為何這樣的行為在今天顯得越來越重要

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