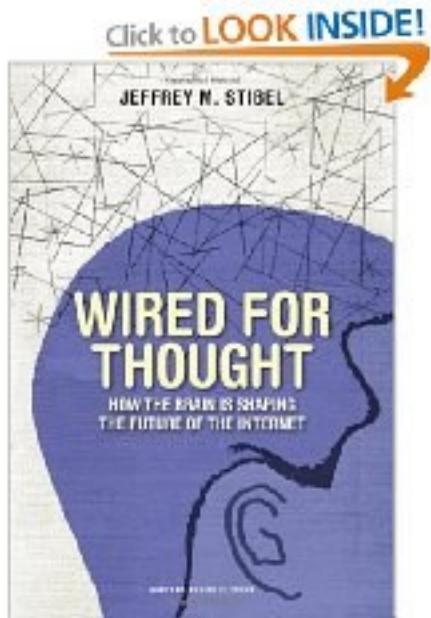


Wired for Thought



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著者:Jeffrey Morgan Stibel

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Editorial Reviews

Product Description

In this age of hypercompetition, the Internet constitutes a powerful tool for inventing radical new business models that will leave your rivals scrambling. But as brain scientist and entrepreneur Jeffrey Stibel explains in *Wired for Thought*, you have to understand its true nature. The Internet is more than just a series of interconnected computer networks: it's the first real replication of the human brain outside the human body.

To leverage its power, you first need to understand how the Internet has evolved to take on similarities to the brain. This engaging and provocative book provides the answer. Stibel lays out:

-How networks have changed and what that implies for how people connect and form communities

-What the Internet-and online business opportunities-will look like in the future

-What the next stage of artificial intelligence will be and what opportunities it will present for businesses

Stibel shows how exceptional companies are using their understanding of the Internet's brainlike powers to create competitive advantage-such as building more effective Web sites, predicting consumer behavior, leveraging social media, and creating a collective consciousness.

作者介绍:

Jeffrey Morgan Stibel is a brain scientist and serial entrepreneur who has helped build and grow companies such as NetZero, Juno, Classmates.com, United Online, Interland, Website Pros, Autobytel, The Search Agency, Edgecast, and BrainGate. He is currently President of Web.com, which helps entrepreneurs launch and grow their businesses on the Web, and serves on academic boards for Tufts University and Brown University. Stibel is the named inventor on the U.S. patent for search-engine interfaces. He pursued his PhD at Brown University, where he was a Brain and Behavior fellow.

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标签

互联网

思维

Internet

?

决策行为

全球脑

thinking

globalbrain

评论

如果说互联网是一个真正的智能，怎能不谈它对自我的认知以及对世界的认知？还有，文科生写科技书的通病：总是分不清科技与科幻，有时想象过度，有时想象不足。好主题，浪费了。

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书评

我一直认为，互联网，是这个时代里推动历史进步的力量，可以和一万年前的农业，1000年前欧洲十字军东征一起，成为分割时代的坐标。
综合的说，这本书勉强可以算作是科普读物，许多讨论并不深入，适合互联网小白增长见识，适合男同胞泡MM时的谈资。对于专业做IT的人而言，这些...

Wired for Thought，
书名翻译为《我们改变了互联网，还是互联网改变了我们》，是一个很失败的举动。再补充一个副标题“一本预示着web 4.0网络大时代来临的开创性读物”，就更加失败了。
就其内容来说，其实比标题要好不少。阅读起来，作者更多的是一种典型的美国式夸夸其谈...

互联网与大脑，在某种程度上是很相似的，特别是如果你把每台连接到互联网的计算机都算一个节点画一副图，我相信这个图和大脑是相似的，只是目前的互联网的节点还太少，和大脑比起来还太幼稚，但是这个不影响互联网的发展。
书中也是以此为类比展开论述的，特别是提到互联网的发...

泛泛而谈的一本书，不少地方刚读着有点意思，作者就换话题了。翻译的很差，很多地方读起来好象流畅，其实意思不对劲。京东打折时凑数买的，不推荐阅读。
泛泛而谈的一本书，不少地方刚读着有点意思，作者就换话题了。翻译的很差，很多地方读起来好象流畅，其实意思不对劲。 ...

将原著翻译为这样一个又臭又长的名字，确实是糟糕。
至于内容，既然作者是丹尼特的学生，总还是有些新意的。“互联网就是大脑”这样一个论断，相信很多人可能都觉得难以接受，毕竟我们“高等动物”向来就担心迟早有一天要被机器人统治，而互联网，与机器人差不多是...

当写下这个标题的时候，或许会被人误解，难道这本书不正是在告诉你未来是一个什么状态吗？确实，因为有了这本书，我才知道了未来的状态，一个没有它，或许我根本无法想象的一个状态。
如今在反思这个过程，一个人的视角有多开阔，取决于其掌控的基本信息，也取决于其对于目前...

1.以全新的视角理解互联网，互联网如人，达尔文的的进化论VS云计算的更新换代；
2.互联网如何像人一样进行间歇性的思考，不只是进行机械重复；
3.以生命周期理解互联网，互联网如何经历成长、衰老、更新换代；
4.网络实际上作为连接大脑工作存在着，是否会造成负面影响。

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