



Smart. Internet(s): una investigación (Spanish Edition)

Martel Frédéric

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Un análisis sorprendente del uso de internet y las redes sociales en el mundo, por el aclamado autor de
Cultura Mainstream

¿Cómo ha podido China crear sus propios clones de Google, Facebook y YouTube? ¿De qué manera los países árabes supieron emplear las redes sociales para emprender sus revoluciones? ¿Debemos temer que el inglés se convierta en la lengua empleada «por defecto» en Internet?

De Silicon Valley a Tokio, de Brasil a Washington, de Sudáfrica a la India y llegando hasta Cuba o Gaza, Frédéric Martel emprende una investigación sin precedentes, sobre el terreno, y hace un análisis profundo del protagonismo y la influencia de internet y las redes sociales en el mundo, demostrando que hay tantos internets como países.

Este enfoque del tema, novedoso y optimista, da cuenta de un mundo mucho más smart de lo que pensábamos, en el que se respetan las singularidades nacionales, las identidades y las diferencias locales. No debemos temer el mundo digitalizado: el futuro de internet depende del uso que se haga de él.

Reseñas:

«Una importante investigación sobre el terreno que ilumina los rostros dispersos de la revolución digital.»

Les Inrockuptibles

«Un viaje apasionante por las capitales digitales, de Silicon Valley a Sudáfrica, que demuestra que la globalización no se traduce en uniformización.»

Sébastien Le Fol, *Le Point*

«Internet y las nuevas tecnologías han iniciado ya un cambio que no tiene vuelta atrás, pero que encierra una serie de peligros que no están siendo evaluados.»

El Norte de Castilla

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Donald Lombard:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them household or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity this is look different you can read any book. It is really fun for you. If you enjoy the book that you simply read you can spent all day every day to reading a reserve. The book Smart. Internet(s): una investigación (Spanish Edition) it is very good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. When you did not have enough space to create this book you can buy typically the e-book. You can m0ore very easily to read this book through your smart phone. The price is not to cover but this book possesses high quality.

Dennis James:

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