



Contra el rebaño digital / You Are Not a Gadget: Un manifiesto / A Manifesto (Spanish Edition)

Jaron Lanier

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Jaron Lanier es el autor de uno de los libros que más han dado que hablar en los últimos tiempos: un aviso contra nuestra obsesión por la tecnología y, en concreto, por internet, escrito por uno de los expertos más estimulantes y visionarios. La temprana dedicación de Lanier a la realidad virtual y el desarrollo de tecnologías en red de última generación con la iniciativa internet2 son legendarias, así como sus artículos atacando muchas de las cuestiones que el mundo de la tecnología considera sagradas.

En *Contra el rebaño digital*, Lanier apunta contra lo que en los últimos tiempos ha bautizado como la cultura nerd de internet o el "maoísmo digital", es decir, la tendencia de la comunidad tecnológica de primar la plataforma sobre el contenido y los ordenadores sobre las personas. En total contraste con los que saludan el triunfo del contenido generado por los usuarios, Lanier ve una internet desinformada y tediosa, en la que la cantidad se impone a la calidad y las buenas ideas son acalladas a base de gritos.

"Lúcido, poderoso y persuasivo. Una lectura imprescindible para todos aquellos que observan cómo la red y la tecnología que usamos a diario están modelando la cultura y el mercado."

Michiko Kakutani, *The New York Times*

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Anne Hahn:

The book untitled *Contra el rebaño digital / You Are Not a Gadget: Un manifiesto / A Manifiesto (Spanish Edition)* contain a lot of information on this. The writer explains her idea with easy approach. The language is very simple to implement all the people, so do not necessarily worry, you can easy to read the idea. The book was authored by famous author. The author brings you in the new era of literary works. You can actually read this book because you can continue reading your smart phone, or gadget, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site and also order it. Have a nice examine.

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