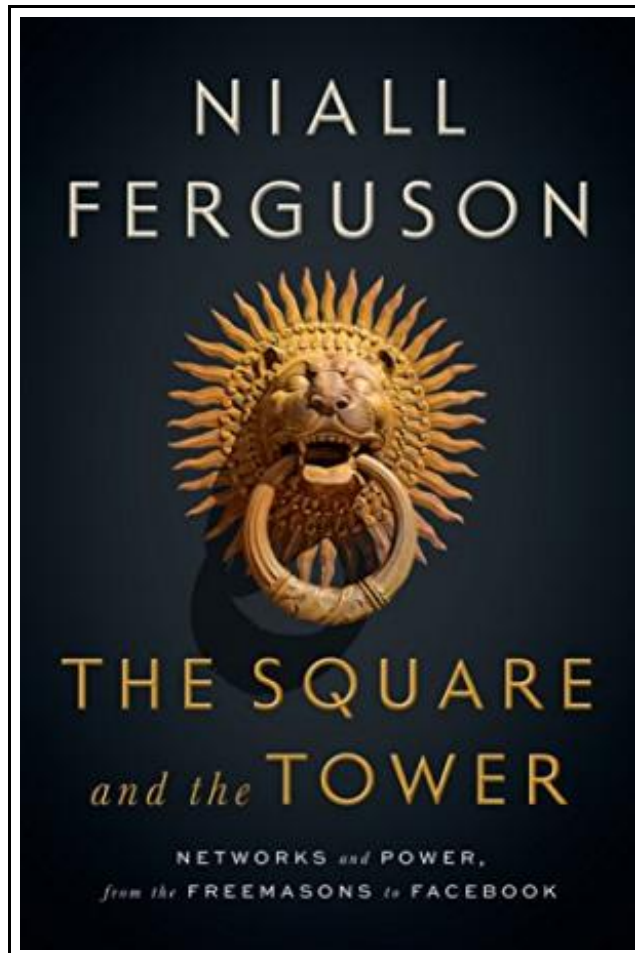# The Square and the Tower: Networks and Power, from the Freemasons to Facebook (Hardback)

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Reviews

Extremely helpful to all of group of individuals. It really is loaded with knowledge and wisdom Its been designed in an extremely basic way and is particularly simply after i finished reading through this ebook where actually altered me, affect the way i believe.
(Lily Ryan)

THE SQUARE AND THE TOWER: NETWORKS AND POWER, FROM THE FREEMASONS TO FACEBOOK (HARDBACK)

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Penguin Press, 2018. Hardback. Condition: New. Language: English . Brand New Book. Brilliantly illuminates the great power struggle between networks and hierarchies that is raging around the world today.Silicon Valley needed a history lesson and Ferguson has provided it. -Eric Schmidt, Executive Chairman of Alphabet, the parent company of Google A brilliant recasting of the turning points in world history, including the one we re living through, as a collision between old power hierarchies and new social networks. Most history is hierarchical: it s about emperors, presidents, prime ministers and field marshals. It s about states, armies and corporations. It s about orders from on high. Even history from below is often about trade unions and workers parties. But what if that s simply because hierarchical institutions create the archives that historians rely on? What if we are missing the informal, less well documented social networks that are the true sources of power and drivers of change? The 21st century has been hailed as the Age of Networks. However, in The Square and the Tower, Niall Ferguson argues that networks have always been with us, from the structure of the brain to the food chain, from the family tree to freemasonry. Throughout history, hierarchies housed in high towers have claimed to rule, but often real power has resided in the networks in the town square below. For it is networks that tend to innovate. And it is through networks that revolutionary ideas can contagiously spread. Just because conspiracy theorists like to fantasize about such networks doesn t mean they are not real. From the cults of ancient Rome to the dynasties of the Renaissance, from the founding fathers to Facebook, The Square and the Tower tells the story of the rise, fall and rise of networks, and shows how network...

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