



**[(Implosion: What the Web Has Really Done to
Culture and Communications)] [By (author) Andy
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Andy Law

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The Internet is behaving in a way that is affecting everything we do. And it is making us think about things in a way we never previously thought. The Internet is contrary and the opposite of previous inventions. It has enhanced a reverse polarity of discovery in which seeking to know more about what and who we already know (think Facebook, Twitter, Google) is now just as valid as learning new things. This is the "implosion" that this book examines and the great impact it will have on society and business. The creation of the Internet, the most significant for many generations, is driving culture inwards instead of outwards (like many of history's other prestigious cultural innovations). It is an implosive force, annihilating and creating simultaneously. And it will change forever the way society and business communicates. This book offers a controversial insight into where we are heading in the age of the Web.

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