

## The Big Switch Rewiring World From Edison To Google Nicholas Carr

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### The Big Switch Rewiring World

Hailed as "the most influential book so far on the cloud computing movement" (Christian Science Monitor), The Big Switch makes a simple and profound statement: Computing is turning into a utility, and the effects of this transition will ultimately change society as completely as the advent of cheap electricity did. In a new chapter for this edition that brings the story up-to-date, Nicholas Carr revisits the dramatic new world being conjured from the circuits of the "World Wide ...

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### The Big Switch: Rewiring the World, from Edison to Google ...

A Wall Street Journal bestseller, Nicholas Carr's The Big Switch: Rewiring the World, from Edison to Google is a "riveting" and "magisterial" examination of how a revolution in computing - the cloud - is reshaping business, society, and culture. From the software business to the newspaper business, from job creation to community formation, from cyberwar to privacy, The Big Switch offers a panoramic view of the new world being conjured from the circuits of the "World Wide ...

### The Big Switch | Nicholas Carr

The Six Minute Book Summary of The Big Switch: Rewiring The World From Edison to Google by Nicholas Carr. Executive Summary. The Big Switch, a book that is written by Nicholas Carr talks about the future of IT technology with comparison to the past achievements in the similar field of energy that has been delivered to the world since the big invention of Thomas Edison.

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Draws an elegant and illuminating parallel between the late-19th-century electrification of America and today's computing world.â€•Salon Hailed as "the most influential book so far on the cloud computing movement" (Christian Science Monitor), The Big Switch makes a simple and profound statement: Computing is turning into a utility, and the effects of this transition will ultimately change society as completely as the advent of cheap electricity did.

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The Big Switch: Rewiring the World, from Edison to Google (Paperback) Published January 19th 2009 by W. W. Norton Company. Paperback, 304 pages.

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The shift is already remaking the computer industry, bringing new competitors like Google to the fore and threatening traditional stalwarts like Microsoft and Dell. But the effects will reach much further. Cheap computing will ultimately change society as profoundly as cheap electricity did.

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