



Summary: Here Comes Everybody - Clay Shirky: The Power of Organizing Without Organizations

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Complete summary of Clay Shirky's book: "Here Comes Everybody: The Power of Organizing Without Organizations".

This summary of the ideas from "Here Comes Everybody" shows that groups of people are incredibly hard to organize. That's why until now, only large corporations could generally afford to buy the tools and build the infrastructure which were required to sync the joint efforts of lots of people. According to author Clay Shirky, that's about to change. For effectively the first time in history, a whole bevy of new social tools are coming to prominence which make it easy for groups to collaborate and take collective action. This summary explains that the environment in which the game of business is played has changed. You need to find ways to make these new social tools work for you rather than against you.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read the summary of "Here Comes Everybody" and it will change the way you think about the new era of social media.

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