



A History of the Internet and the Digital Future

Johnny Ryan

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This book explores the trends that are shaping the businesses, politics, and media of the digital future.

A great adjustment in human affairs is underway. Political, commercial and cultural life is changing from the centralized, hierarchical and standardized structures of the industrial age to something radically different: the economy of the emerging digital era.

A History of the Internet and the Digital Future tells the story of the development of the Internet from the 1950s to the present, and explains how the Internet has revolutionized political campaigns; how the development of the World Wide Web enfranchised a new online population of assertive, niche consumers; and how the dot-com bust taught smarter firms to capitalize on the power of digital artisans.

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