



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



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

*Nicholas Carr*

**The Big Switch: Rewiring the World, from Edison to Google** Nicholas Carr

“Magisterial. . . . Draws an elegant and illuminating parallel between the late-19th-century electrification of America and today’s computing world.”—*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. 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 Computer.”

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### Review

"Mr. Carr's provocations are destined to influence CEOs and the boards and investors that support them as companies grapple with the constant change of the digital age." The Wall Street Journal "...should be read by anyone interested in the shift from the world wide web and its implications for industry, work and our information environment." William H. Dutton The Times Higher Education Supplement "...a catalogue of Carr's best-aimed shots at the web economy's downsides..." Julian Dibbell, The Telegraph \* "Carr is one of the more cogent writers on the economic and social implications of the changes sweeping through corporate datacentres." Financial Times" Review

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Nicholas Carr is the author of *The Shallows*, a Pulitzer Prize finalist, and *The Glass Cage*, among other books. Former executive editor of the *Harvard Business Review*, he has written for *The Atlantic*, the *New York Times*, and *Wired*. He lives in Boulder, Colorado.

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