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Carr □ What the  
Internet is Doing to  
Our Brains Nicholas  
Carr: The Shallows -  
What the Internet Is  
Doing to Our Brains

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Omar Vargas's

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Review of Nicholas

Carr's The Big Switch:  
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Nicholas Carr on The  
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the internet is rewiring  
our brains (p1).

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Gideon Haigh

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What the Web is

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BUILD YOUR FOCUS

- THE SHALLOWS

BY NICHOLAS CARR

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The Big Switch. A

Wall Street Journal

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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

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business, from job  
creation to community  
formation, from  
cyberwar to privacy,  
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a panoramic view of  
the new world being  
conjured from the  
circuits of the ...

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The Big Switch:  
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Nicholas Carr returns with *The Big Switch*, a sweeping look at how a new computer revolution is reshaping business, society, and culture. Just as companies stopped generating

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their own power and plugged into the newly built electric grid some hundred years ago, today it's computing that's turning into a utility.

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from Edison to  
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Nicholas Carr is the author of the Pulitzer

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Prize finalist The Carr  
Shallows, the best-selling The Big Switch, and Does IT Matter? His acclaimed new book, The Glass Cage: Automation and Us , examines the personal and social consequences of our ever growing dependence on computers and software.

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Nicholas Carr

~~The Big Switch:  
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In this lucid and compelling book Carr weaves together history, economics and technology to explain the "big switch". About the Author Nicholas Carr is the author of The



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Carr is possessed by a vigorous passion for investigating the impacts of technology on society and human cognition, notably focusing on the adverse ones.

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Nicholas Carr

February 23, 2008 By  
Venkatesh Rao.

Nicholas Carr, famous for being among the first to publicly point out, in *IT Doesn't Matter*, that investment in information technology had gone from being a differentiator to a cost of doing business, is

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back in the limelight with an ambitious new book, *The Big Switch* (website). It starts out with a fairly focused intent – to understand the potential shift to a service-oriented, utility-based model of computing.

~~The Big Switch by  
Nicholas Carr  
ribbonfarm~~

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The Big Switch

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

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Nicholas Carr  
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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World, from ...~~

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Carr's points are echoed in his new book, *The Big Switch: Rewiring the World, from Edison to Google*, in which he details his case that cloud computing will enable companies to lower their capital...

~~Q&A: Nicholas Carr on 'the big switch' to cloud computing ...~~



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Nicholas Carr writes about technology, culture, and economics. His most recent book, *The Shallows: What the Internet Is Doing to Our Brains*, is a 2011 Pulitzer Prize nominee and a New York Times bestseller. Nick is also the author of two other influential books, *The Big*

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Switch: Rewiring the World, from Edison to Google (2008) and Does IT Matter? (2004).

~~Nicholas Carr |  
Britannica~~

The Big Switch, a book that is written by Nicholas Carr talks about the future of IT technology with comparison to the

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~~Nicholas Carr~~  
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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□ Nicholas Carr, The  
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In this lucid and compelling book, Nicholas Carr weaves together history, economics, and technology to explain why computing is changing -- and what it means for all of us.

... The Big Switch:

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has written for the  
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