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# Machine Platform Crowd

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Machine, Platform, Crowd

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The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies

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A Mind at Play

What To Do When Machines Do Everything

*Machine Platform Crowd*

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## KIRK BAUTISTA

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### INTELLIGENT AUTOMATION Harvard Business Press

A brilliant probe into the political and psychological effects of our changing relationship with social media. Former social media executives tell us that the system is an addiction-machine. We are users, waiting for our next hit as we like, comment and share. We write to the machine as individuals, but it responds by aggregating our fantasies, desires and frailties into data, and returning them to us as a commodity experience. The Twittering Machine is an unflinching view into the calamities of digital life: the circus of online trolling, flourishing alt-right subcultures, pervasive corporate surveillance, and the virtual data mines of Facebook and Google where we spend considerable portions of our free time. In this polemical tour de force, Richard Seymour shows how the digital world is changing the ways we speak, write, and think. Through journalism, psychoanalytic reflection and insights from users, developers, security experts and others,

Seymour probes the human side of the machine, asking what we're getting out of it, and what we're getting into. Social media held out the promise that we could make our own history—to what extent did we choose the nightmare that it has become?

### The Hype Machine National Geographic Books

Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. Artificial Intelligence: The Insights You Need from Harvard Business Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and

most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business.

#### **Girl Decoded** Vintage

A landmark insider's tour of how social media affects our decision-making and shapes our world in ways both useful and dangerous, with critical insights into the social media trends of the 2020 election and beyond "The book might be described as prophetic. . . . At least two of Aral's three predictions have come to fruition."—New York NAMED ONE OF THE BEST BOOKS OF THE YEAR BY WIRED • LONGLISTED FOR THE PORCHLIGHT BUSINESS BOOK AWARD Social media connected the world—and gave rise to fake news and increasing polarization. It is paramount, MIT professor Sinan Aral says, that we recognize the outsize effect social media has on us—on our politics, our economy, and even our personal health—in order to steer today's social technology toward its great promise while avoiding the ways it can pull us apart. Drawing on decades of his own research and business experience, Aral goes under the hood of the most powerful social networks to tackle the critical question of just how much social media actually shapes our choices, for better or worse. He shows how the tech behind social media offers the same set of behavior influencing levers to everyone who hopes to change the way we think and act—from Russian hackers to brand marketers—which is why its consequences affect everything from elections to business, dating to health. Along the way, he covers a wide array of topics, including how network effects fuel Twitter's and Facebook's massive growth, the neuroscience of how social media affects our brains, the real consequences of fake news, the power of social ratings, and the impact of social media on our kids. In mapping out strategies for being more thoughtful consumers of social media, *The Hype Machine* offers the definitive guide to understanding and harnessing for good the technology that has redefined our world overnight.

#### **Enterprise 2.0** MIT Press

In just a few years, Web 2.0 communities have demonstrated astonishing levels of innovation, knowledge accumulation, collaboration, and collective intelligence. Now, leading organizations are bringing the Web's novel tools and philosophies inside, creating Enterprise 2.0.

#### **The AI Book** Prometheus Books

It takes only seven seconds for a criminal to pick you as a target. This empowering guide for women to protect themselves and their loved ones, from a self-defense expert and longtime veteran of law enforcement, combines commonsense advice on staying safe with concrete actions on what to do if find yourself in a dangerous situation. Acts of terror. Kidnapping. Cyberstalking. Campus assaults. Getting drugged at a party by a "friend." One out of four women will be a victim of a crime or assault in her lifetime. Don't let this be you. In *The New Superpower for Women*, Steve Kardian, a thirty-year veteran of law enforcement, FBI defense tactics instructor, and an expert on the criminal mind, demonstrates how to become a "hard target" and not a "soft target" by simply trusting your gut. Additionally, he shows how the habits of safety can become an integral part of your daily routine. This guide is your essential resource to understanding how to stay safe in today's world, whether you're experiencing unwelcome attention, feel threatened in a large crowd, or are facing online harassment. Kardian shares proven safety tips, shows how to be proactive in identifying potential trouble, and illustrates defense techniques specially created to enhance the physical strengths of a woman. Real-life stories and examples are

included to demonstrate what criminals look for in a victim. You will learn how to avoid being targeted and what to do in a confrontation. Be prepared. Know the habits of safety to protect yourself and your loved ones.

#### **Wired for Innovation** Simon and Schuster

The instant New York Times bestseller! A Wall Street Journal Best Science Book of the Year! A Popular Science Best Science Book of the Year! From a top scientist and the creator of the hugely popular web comic Saturday Morning Breakfast Cereal, a hilariously illustrated investigation into future technologies -- from how to fling a ship into deep space on the cheap to 3D organ printing What will the world of tomorrow be like? How does progress happen? And why do we not have a lunar colony already? What is the hold-up? In this smart and funny book, celebrated cartoonist Zach Weinersmith and noted researcher Dr. Kelly Weinersmith give us a snapshot of what's coming next -- from robot swarms to nuclear fusion powered-toasters. By weaving their own research, interviews with the scientists who are making these advances happen, and Zach's trademark comics, the Weinersmiths investigate why these technologies are needed, how they would work, and what is standing in their way. New technologies are almost never the work of isolated geniuses with a neat idea. A given future technology may need any number of intermediate technologies to develop first, and many of these critical advances may appear to be irrelevant when they are first discovered. The journey to progress is full of strange detours and blind alleys that tell us so much about the human mind and the march of civilization. To this end, *Soonish* investigates ten different emerging fields, from programmable matter to augmented reality, from space elevators to robotic construction, to show us the amazing world we will have, you know, soonish. *Soonish* is the perfect gift for science lovers for the holidays!

#### **Soonish** W. W. Norton & Company

From the authors of the best-selling *The Second Machine Age*, a leader's guide to success in a rapidly changing economy. We live in strange times. A machine plays the strategy game Go better than any human; upstarts like Apple and Google destroy industry stalwarts such as Nokia; ideas from the crowd are repeatedly more innovative than corporate research labs. MIT's Andrew McAfee and Erik Brynjolfsson know what it takes to master this digital-powered shift: we must rethink the integration of minds and machines, of products and platforms, and of the core and the crowd. In all three cases, the balance now favors the second element of the pair, with massive implications for how we run our companies and live our lives. In the tradition of agenda-setting classics like Clay Christensen's *The Innovator's Dilemma*, McAfee and Brynjolfsson deliver both a penetrating analysis of a new world and a toolkit for thriving in it. For startups and established businesses, or for anyone interested in what the future holds, *Machine, Platform, Crowd* is essential reading.

#### **Information Systems** Harvard Business Press

The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations.

#### **Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You** John Wiley & Sons

From the coauthor of the New York Times bestseller *The Second Machine Age*, a paradigm-shifting argument "full of fascinating information and provocative insights" (Publishers Weekly, starred review)—demonstrating that we are increasing prosperity while using fewer natural resources. Throughout history, the only way for humanity to grow was by degrading the Earth: chopping down forests, polluting the air and water, and endlessly using up

resources. Since the first Earth Day in 1970, the focus has been on radically changing course: reducing our consumption, tightening our belts, and learning to share and reuse. Is that argument correct? Absolutely not. In *More from Less*, McAfee argues that to solve our ecological problems we should do the opposite of what a decade of conventional wisdom suggests. Rather than reduce and conserve, we should rely on the cost-consciousness built into capitalism and the streamlining miracles of technology to create a more efficient world. America—a large, high-tech country that accounts for about 25% of the global economy—is now generally using less of most resources year after year, even as its economy and population continue to grow. What’s more, the US is polluting the air and water less, emitting fewer greenhouse gases, and replenishing endangered animal populations. And, as McAfee shows, America is not alone. Other countries are also transforming themselves in fundamental ways. What has made this turnabout possible? One thing, primarily: the collaboration between technology and capitalism, although good governance and public awareness have also been critical. McAfee does warn of issues that haven’t been solved, like global warming, overfishing, and communities left behind as capitalism and tech progress race forward. But overall, *More from Less* is a revelatory and “deeply engaging” (Booklist) account of how we’ve stumbled into an unexpectedly better balance with nature—one that holds out the promise of more abundant and greener centuries ahead.

**The AI Advantage** John Wiley & Sons

With the right mindset and insight, anyone can become a millionaire. Are you tired of just paying bills until you die? Are you wasting your life at a job that doesn't make you fulfilled or financially secure? Then *Future Proofing You: Twelve Truths for Creating Opportunity, Maximizing Wealth, and Controlling Your Destiny in an Uncertain World* is for you. In this life-changing book, celebrated author and entrepreneur Jay Samit, who's worked with such visionaries as Bill Gates, Steve Jobs, Reid Hoffman, and hundreds of successful entrepreneurs, shares the key understandings and step-by-step process for becoming rich and never needing another job again. To prove the power of his 12 Truths, Samit also details the journey of how he mentored a broke millennial with these principles and empowered him to go from being on welfare to becoming a self-made millionaire in one year. Building upon the principles in his internationally acclaimed book *Disrupt You*, Samit explains: How to identify an idea and market to start your business How to build a virtual company with little or no capital The latest free software tools for managing your business Ways to get a piece of a trillion-dollar opportunity bigger than mobile How to harness the three primary fears of others to generate more sales Strategies for finding the right mentors to accelerate your success Techniques to structure any deal for creating recurring revenue and lasting wealth This book is perfect for anyone who is tired of jobs with no security, hopes to truly realize their professional and personal potential, and is looking for a way to build a better life for them and their family. *Future Proofing You* also belongs on the bookshelves of entrepreneurs and intrapreneurs everywhere who hope to inspire their teams to become something greater than what they already are.

**The New Superpower for Women** W. W. Norton & Company  
Become a Digital Master—No Matter What Business You’re In If you think the phrase “going digital” is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and

tech start-ups. But what about the other 90-plus percent of the economy? In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, you’ll learn: • How to engage better with your customers • How to digitally enhance operations • How to create a digital vision • How to govern your digital activities The book also includes an extensive step-by-step transformation playbook for leaders to follow. *Leading Digital* is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

**Pivot** Brynjolfsson and McAfee

Wall Street Journal, USA Today, and Publishers Weekly Bestseller  
The secret to leading growth is your mindset  
Snowflake CEO Frank Sloatman is one of the tech world's most accomplished executives in enterprise growth, having led Snowflake to the largest software IPO ever after leading ServiceNow and Data Domain to exponential growth and the public market before that. In *Amp It Up: Leading for Hypergrowth by Raising Expectations, Increasing Urgency, and Elevating Intensity*, he shares his leadership approach for the first time. *Amp It Up* delivers an authoritative look at what it takes to transform an organization for maximum growth and scale. Sloatman shows that most leaders have significant room to improve their organization's performance without making expensive changes to their talent, structure, or fundamental business model—and they don't need to bring in an army of consultants to do it. What they do need is to align people around what matters and execute with urgency and intensity every day. Leading for unprecedented growth means declaring war on mediocrity, breaking the status quo, and making conflicted choices daily, all with a relentless focus on the mission. *Amp It Up* provides the first principles to guide that change, and the tactical advice for organizing a company around them. Perfect for executives, entrepreneurs, founders, managers, and leaders of all kinds, *Amp It Up* is a must-read resource for anyone who seeks to unleash the growth potential of a company and scale it to heights they never thought possible.

**X: The Experience When Business Meets Design** John Wiley & Sons

A brand-new edition of the popular introductory textbook that explores how computer hardware, software, and networks work  
Computers are everywhere. Some are highly visible, in laptops, tablets, cell phones, and smart watches. But most are invisible, like those in appliances, cars, medical equipment, transportation systems, power grids, and weapons. We never see the myriad computers that quietly collect, share, and sometimes leak personal data about us. Governments and companies increasingly use computers to monitor what we do. Social networks and advertisers know more about us than we should be comfortable with. Criminals have all-too-easy access to our data. Do we truly understand the power of computers in our world? In this updated edition of *Understanding the Digital World*, Brian Kernighan explains how computer hardware, software, and networks work. Topics include how computers are built and how they compute; what programming is; how the Internet and web operate; and how all of these affect security, privacy, property, and other important social, political, and economic issues.

Kernighan touches on fundamental ideas from computer science and some of the inherent limitations of computers, and new sections in the book explore Python programming, big data, machine learning, and much more. Numerous color illustrations, notes on sources for further exploration, and a glossary explaining technical terms and buzzwords are included. *Understanding the Digital World* is a must-read for readers of all backgrounds who want to know more about computers and communications.

**Amp It Up** W. W. Norton & Company

Welcome to a new era of business in which your brand is defined by those who experience it. Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you're not around? In an always-on world where everyone is connected to information and also one another, customer experience is your brand. And, without defining experiences, brands become victim to whatever people feel and share. In his new book *X: The Experience When Business Meets Design* bestselling author Brian Solis shares why great products are no longer good enough to win with customers and why creative marketing and delightful customer service too are not enough to succeed. In *X*, he shares why the future of business is experiential and how to create and cultivate meaningful experiences. This isn't your ordinary business book. The idea of a book was re-imagined for a digital meets analog world to be a relevant and sensational experience. Its aesthetic was meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And, the design of this book, along with what fills its pages, was done using the principles shared within. Brian shares more than the importance of experience. You'll learn how to design a desired, meaningful and uniform experience in every moment of truth in a fun way including: How our own experience gets in the way of designing for people not like us Why empathy and new perspective unlock creativity and innovation The importance of User Experience (UX) in real life and in executive thinking The humanity of Human-Centered Design in all you do The art of Hollywood storytelling from marketing to product design to packaging Apple's holistic approach to experience architecture The value of different journey and experience mapping approaches The future of business lies in experience architecture and you are the architect. *Business, meet design. X The Crowd* Oxford University Press

Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In *The AI Advantage*, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the "moonshot" (curing cancer, or synthesizing all investment knowledge); look for the "low-hanging fruit" to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning ("analytics on steroids"), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise.

Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the *Management on the Cutting Edge* series, published in cooperation with MIT Sloan Management Review.

*This Chair Rocks* MIT Press

*Super Mad at Everything All the Time* explores the polarization of American politics through the collapse of the space between politics and culture, as bolstered by omnipresent media. It seeks to explain this perfect storm of money, technology, and partisanship that has created two entirely separate news spheres: a small, enclosed circle for the right wing and a sprawling expanse for everyone else. This leads to two sets of facts, two narratives, and two loudly divergent political sides with extraordinary anger all around. Based on extensive interviews with leading media figures and politicians, this book traces the development of the media machine, giving suggestions on how to restore our national dialogue while defending our right to disagree agreeably.

*Rebooting AI* John Wiley & Sons

AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now—in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In *Human + Machine*, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization—whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly—or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. *Human + Machine* provides the missing and much-needed management playbook for success in our new age of AI. **BOOK PROCEEDS FOR THE AI GENERATION** The authors' goal in publishing *Human + Machine* is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

*Machine, Platform, Crowd: Harnessing Our Digital Future* Springer

A scientist who has spent a career developing Artificial Intelligence takes a realistic look at the technological challenges and assesses the likely effect of AI on the future. How will Artificial Intelligence (AI) impact our lives? Toby Walsh, one of the

leading AI researchers in the world, takes a critical look at the many ways in which "thinking machines" will change our world. Based on a deep understanding of the technology, Walsh describes where Artificial Intelligence is today, and where it will take us. \* Will automation take away most of our jobs? \* Is a "technological singularity" near? \* What is the chance that robots will take over? \* How do we best prepare for this future? The author concludes that, if we plan well, AI could be our greatest legacy, the last invention human beings will ever need to make. *Artificial Intelligence* Celadon Books

Individuals all over the world can use Airbnb to rent an apartment in a foreign city, check Coursera to find a course on statistics, join PatientsLikeMe to exchange information about one's disease, hail a cab using Uber, or read the news through Facebook's Instant Articles. The promise of connective platforms is that they offer personalized services and contribute to innovation and economic growth, while bypassing cumbersome institutional or industrial overhead. In *The Platform Society*, Van Dijck, Poell and De Waal offer a comprehensive analysis of a connective world where platforms have penetrated the heart of societies-disrupting markets and labor relations, circumventing institutions, transforming social and civic practices and affecting democratic processes. This book questions what role online platforms play in the organization of Western societies. First, how do platform mechanisms work and to what effect are they deployed? Second, how can platforms incorporate public values and benefit the public good? *The Platform Society* analyzes intense struggles

between competing ideological systems and contesting societal actors-market, government and civil society-raising the issue of who is or should be responsible for anchoring public values and the common good in a platform society. Public values include of course privacy, accuracy, safety, and security, but they also pertain to broader societal effects, such as fairness, accessibility, democratic control, and accountability. Such values are the very stakes in the struggle over the platformization of societies around the globe. *The Platform Society* highlights how this struggle plays out in four private and public sectors: news, urban transport, health, and education. Each struggle highlights local dimensions, for instance fights over regulation between individual platforms and city governments, but also addresses the level of the platform ecosystem as well as the geopolitical level where power clashes between global markets and (supra-)national governments take place.

*More from Less* Currency

The big stories -- The skills of the new machines : technology races ahead -- Moore's law and the second half of the chessboard -- The digitization of just about everything -- Innovation : declining or recombining? -- Artificial and human intelligence in the second machine age -- Computing bounty -- Beyond GDP -- The spread -- The biggest winners : stars and superstars -- Implications of the bounty and the spread -- Learning to race with machines : recommendations for individuals -- Policy recommendations -- Long-term recommendations -- Technology and the future (which is very different from "technology is the future").

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