



A nova era digital (Portuguese Edition)

Eric Schmidt, Jared Cohen

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Eric Schmidt, um dos nomes mais notáveis do Vale do Silício, está entre os responsáveis pela transformação do Google de uma modesta start-up em um verdadeiro gigante. Diretor do Google Ideas, Jared Cohen tem profundos conhecimentos de relações internacionais e trabalhou como assessor para o Departamento de Estado do governo norte-americano nas gestões de Condoleezza Rice e Hillary Clinton. Schmidt e Cohen combinaram seus conhecimentos para analisar algumas das questões mais relevantes sobre o futuro da sociedade. Quem será mais poderoso, os cidadãos ou o Estado? Os avanços tecnológicos facilitam ou dificultam o combate ao terrorismo? Será que a privacidade irá se tornar um luxo para poucos na nova era digital? Com clareza e conhecimento de causa, os autores anteveem a maior revolução da tecnologia da informação na história da humanidade.

“Todos os dias, as inovações tecnológicas dão às pessoas novas oportunidades para moldar seus próprios destinos. Neste livro fascinante, Schmidt e Cohen aproveitam suas experiências únicas para nos mostrar um futuro mais igualitário com um verdadeiro senso de comunidade — se fizermos as escolhas certas hoje.” **BILL CLINTON, ex-presidente dos Estados Unidos**

“Um guia brilhante para o próximo século.” **Richard Branson, fundador do grupo Virgin**

“Schmidt e Cohen acertam em cheio ao apontar os efeitos perturbadores de novos meios de comunicação como a internet, tanto para libertar quanto para desestabilizar, dependendo do ponto de vista.” **Financial Times**

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