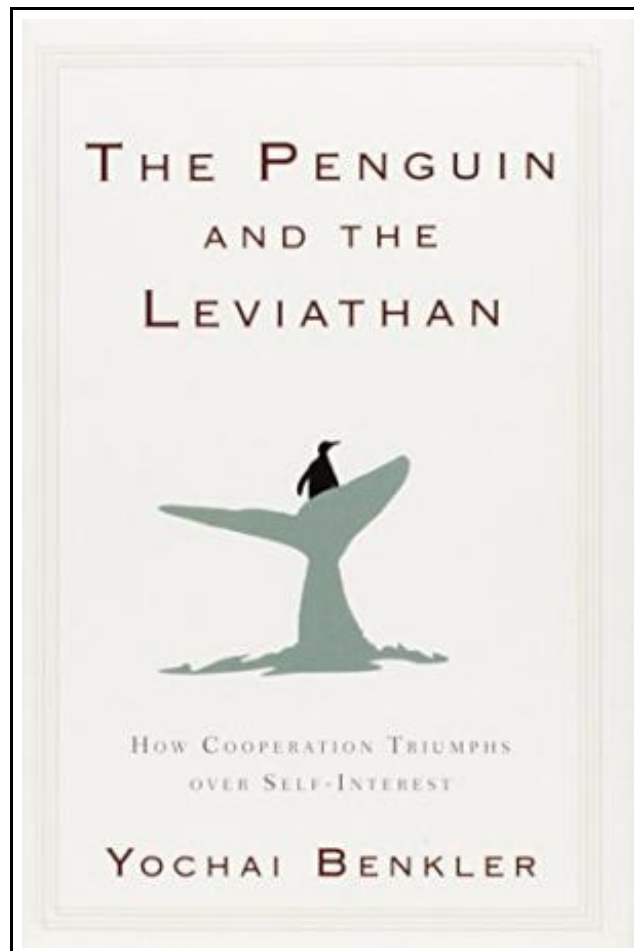


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Random House USA Inc, India, 2011. Hardback. Book Condition: New. 212 x 144 mm. Language: English . Brand New Book. What do Wikipedia, Zip Car s business model, Barack Obama s presidential campaign, and a small group of lobster fishermen have in common? They all show the power and promise of human cooperation in transforming our businesses, our government, and our society at large. Because today, when the costs of collaborating are lower than ever before, there are no limits to what we can achieve by working together. For centuries, we as a society have operated according to a very unflattering view of human nature: that, humans are universally and inherently selfish creatures. As a result, our most deeply entrenched social structures - our top-down business models, our punitive legal systems, our market-based approaches to everything from education reform to environmental regulation - have been built on the premise that humans are driven only by self interest, programmed to respond only to the invisible hand of the free markets or the iron fist of a controlling government. In the last decade, however, this fallacy has finally begun to unravel, as hundreds of studies conducted across dozens of cultures have found that most people will act far more cooperatively than previously believed. Here, Harvard University Professor Yochai Benkler draws on cutting-edge findings from neuroscience, economics, sociology, evolutionary biology, political science, and a wealth of real world examples to debunk this long-held myth and reveal how we can harness the power of human cooperation to improve business processes, design smarter technology, reform our economic systems, maximize volunteer contributions to science, reduce crime, improve the efficacy of civic movements, and more. For example, he describes how: - By building on countless voluntary contributions, open-source software communities have developed some of the most important...

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