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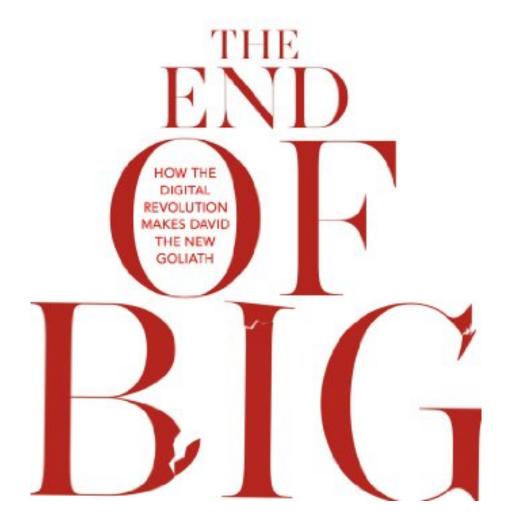
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How seemingly innocuous technologies are unsettling the balance of power by putting it in the hands of the masses - and what a world without "big" will mean for all of us.

In The End of Big, social media pioneer, political and business strategist, and Harvard Kennedy School faculty member Nicco Mele offers a fascinating, sometimes frightening look at how our ability to stay connected - constantly, instantly, and globally - is dramatically changing our world.

Governments are being upended by individuals relying only on social media. Major political parties are seeing their power eroded by grassroots forces through online fund-raising. Universities are scrambling to preserve their student populations in the face of less expensive, more accessible online courses. Print and broadcast news outlets are struggling to compete with citizen journalists and bloggers. Our traditional institutions are being disrupted in revolutionary ways, some for the better. But, as Nicco Mele argues, the benefits of new technology come with unintended consequences. In The End of Big, Mele examines:

- How fringe political forces enter the mainstream and gain traction using everyday technology with the enormous potential to undermine central power
- What happens when investigative journalism is replaced by ad hoc bloggers, mobile video, and instantaneous tweets...and whether they challenge or simply enable power
- Why Web-based micro-businesses are outcompeting major corporations, and what innovations will alter the way we work, own things, and pay for goods and services
- The collapse of traditional party politics, and the rise of a new kind of democracy, one which could produce dynamic and effective leaders...or demagogues
- How citizen initiatives can replace local and state government functions, such as safety regulations, tax collection, and garbage pickup, and do so cheaper, faster, and better

Mele argues that unless we exercise caution in our use of these new technologies, we risk a dark and wildly unstable future, one in which our freedoms and basic human values could be destroyed rather than enhanced. Both hopeful and alarming, The End of Big is a thought-provoking, passionately argued book that offers genuine insight into the ways we are using technology, and how it is radically changing our world in ways we are only now beginning to understand.

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22 of 22 people found the following review helpful.

When you are ready to dig deeper into the ramifications of the web in our world

By David Meerman Scott

I enjoyed Nicco Mele's important book very much, but not because of the frequently discussed details about how the Web allows anyone to publish and be seen. No, that's obvious. Instead what I particularly liked was his deep dive into less obvious ramifications and the cautionary aspects of the erosion of power structures.

Big is the New York Times book review. The end of big is you reading my book review on the book's Amazon page. As Nicco writes: "The end of big replaces the elite, formal, highly capitalized, institutionally

backed provider of goods or services with your neighbor the poet / journalist / lawyer / soldier / designer (insert craft here)."

Nicco certainly knows what he's talking about. As webmaster for Governor Howard Dean's 2004 presidential bid, Nicco and the campaign team popularized the use of technology and social media, revolutionizing political fundraising and reshaping American politics. Soon after, he co-founded EchoDitto, a web strategy firm whose clients included Barack Obama's successful Senate campaign. Nicco is now also on the faculty at the Harvard Kennedy School where he teaches graduate-level classes on the internet and politics.

While there are many exciting aspects of the end of big in every area Nicco covers, in each there are also threats. For example, in journalism, if we no longer have big news gathering organizations, who is going to fund the big investigative story? Without the Washington Post, would Woodward and Bernstein have emerged independently? Without the Watergate Scandal how would history have differed? These are questions worth asking.

What I find particularly interesting about our culture today is that big is not going away. We are all struggling to figure out which big institutions make sense in our lives today and in our future world. And we're trying to figure out which are best torn down.

For example, I note that The End of Big was not self-published. Nicco talks a lot about micro publishing but went with a big publisher (St. Martin's Press) for his own book.

But at the same time, Nicco is running EchoDitto his own small business and he also has a small publishing operation (his blog). He's someone who used small techniques (on the Web) to make both Howard Dean and Barack Obama very big.

When you are ready to dig deeper into the ramifications of the web in our world, The End of Big is your excellent guide.

10 of 10 people found the following review helpful.

Smart analysis of some troubling issues ahead

By Leif J. Nordberg

Nicco Mele adeptly points out that the collapse of large institutions (from news to government to publishing) brings with it some serious concerns about the future. This book is a greater primer for the discussion we'll be having over the next decade: now that these large institutions are gone, what responsibility to the replacements (Facebook, Google, Apple, etc.) have in filling the voids left behind? How can we keep the new institutions accountable and how can we do better than what we had before? Must read.

5 of 5 people found the following review helpful.

Sagely Synthesis and Fantastic Forecasting from a Fascinating Futurist

By Juan Gonzalez

Nicco Mele invites us to take a step back from our self-centered digital lives and explore the macro trends and micro implications of technology in The End of Big: How the Internet Makes David the New Goliath. This awesome page-turner is impossible to put down, as Mele explores major issues across chapters, each focused to a specific theme wherein technology unseats large organizations, institutions, corporations, and systems in favor of the liberating empowerment of individuals. Disruptive technology, Mele argues, is not only desirable - it is inevitable, and there are significant implications to navigating the world in which we live if we are to make choices about the value systems imparted in how individuals use this technology.

Anyone who is interested in why technology - social media, mobile phones, and other devices and tools that

place power in the hands of ordinary people - has changed our world forever and wants to plot a path for prosperity in our tumultuous times owes it to themselves to read this book. Don't wait: the lessons imparted by Mele in this tome are timely and can help you become a leader to engage with people to disrupt the conventional systems that are ending as we speak.

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