

HERE COMES EVERYBODY

B CLAY SHIRKY

New York, NY: Penguin Press (2008)

Paperback, 344 pages

the open source software movement. To make this model work, Shirky says, you need promise, tool, and bargain: a promise of the value of the activity that attracts participants, a technology tool that allows a group to share information and coordinate the activities of its members, and a bargain that specifies the way the group works together and manages its activities.

Shirky's proposal is no longer utopian. Given the new social networking tools, the possibilities are almost limitless. This book may be a wake-up call for those who are still wondering if the Facebook revolution will go away or if it is here to stay. If you are in that category, Shirky's book will greatly help you face the many new expectations created by the proliferation of social networking tools and understand their potential for your own organization.