



La red (Spanish Edition)

Juan Luis Cebrián

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Cómo cambiarán nuestras vidas los nuevos medios de comunicación

Esta obra constituye un esfuerzo de divulgación sobre el significado e impacto en nuestras vidas de la llamada sociedad digital. Internet, la televisión temática vía satélite, las innovaciones en educación, medicina y economía, los nuevos medios de comunicación son algunos de los temas aquí tratados. Las consecuencias de su implantación acelerada se dejarán sentir en todos los ámbitos: las relaciones familiares, el comportamiento psicológico de las personas, la organización política, el mundo de los negocios y del comercio, nuestra manera de trabajar y de divertirnos, van a verse modificados sustancialmente. En un lenguaje asequible para los no iniciados, sin apenarse del rigor científico, *La red* abre un debate fundamental: ¿estamos ante un cambio de civilización?

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