



We Think: The Power Of Mass Creativity

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Charles Leadbeater explores the ways in which mass collaboration is dramatically reshaping our approach to work, play, and communication. Society is no longer based on mass consumption but on mass participation. New forms of collaboration — such as Wikipedia, Facebook, MySpace, and YouTube — are paving the way for an age in which people want to be players, rather than mere spectators, in the production process. We-Think explains how the rise of mass collaboration will affect us and the world in which we live.

We Think: The Power Of Mass Creativity Details

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Author : Charles W. Leadbeater

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Bookaholic says

Charles Leadbeater a scris cartea asta într-un mod neconvențional. Când a strâns suficient material, l-a postat pe un site de pe care putea fi downloadat, comentat și modificat de toți cei interesați de subiect. În prefața, spune că la prima vedere există cel puțin două motive pentru care un scriitor n-ar trebui să facă așa ceva.

Primul: dacă există o versiune gratuită, de ce s-ar mai cumpăra apoi cartea? (Se pare că experiența infirmă temerea asta. Dacă mare parte din textul unei cărți este pe net, vizibilitatea și notorietatea ei crește, iar vânzările nu sunt afectate.)

continuarea cronicii: <http://bookaholic.ro/despre-un-tip-no...>

Crisa Valadez says

In writing We-Think, Charles Leadbetter proposed a question to our generation: why not use technology for innovation and creativity instead of consumption? This book made me realize how much time I actually waste on social media, not really contributing to anything. I think that anyone with a facebook or twitter should definitely read this book. Unlike most other adults, Leadbetter doesn't chastise us for being incompetent; rather he admires and praises our technological innovations, just not the way we use them.

We-Think engages in a lot of little scenarios yet still focuses on the big picture. It definitely shows you how people who create collective websites think; they are making puzzles for the users to solve. It engages us as a global community to be more open and unified in the way we share our information. Leadbetter does a great job of presenting both the good and bad sides of the framework of the internet. This book is not biased and approaches collective creativity with a very level-headed perspective. I think anyone who is interested in sociology, psychology, or any teenager should definitely read this book. I am very glad that my psych teacher, Ms. Allen, lent it to me.

Nathanael Coyne says

Charles introduces the topic of mass collaboration and the potential of the Internet with a balanced view of both the good and 'evil' side of the Internet. I say potential because the author also infers that as with previous inventions we haven't yet realised what the Internet is capable of and are still in the honeymoon/novelty phase.

It's not that Charles is refusing to choose a side but rather he makes the case that the Internet is merely a catalyst. The Internet is neither good or evil (it is humans who may use it for good or evil purposes). Yes the Internet can be used by terrorists to plot attacks that kill civilians but did not also the invention of the telephone aid their cause? Written language? Yet we forget our past and the critics or simply ignorant jump on the Internet-hating bandwagon ...

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Ellen says

The partner read for this is Maverick by Ricardo Semler showing what can be done with work practices. We think highlights the need for traditional workspaces to change, in order to Foster greater innovation and creativity. While this book is four years old, there are still some useful examples to consider.

Samyuktha jayaprakash says

Utopian? Optimistic albeit a bit outdated. Some sounds ludicrous but maybe that's how revolutionaries first sounded. A bit too vague with too many synonyms used to cover pages. 3.5/5

Well researched with rich examples

Finally a healthy look on youngsters and the social network

Overall an interesting read but a bit too vague at times.

Aidan says

Great insight into the thinking behind many modern day projects like Linux and Wikipedia, without getting jargonist in the least. Gives a good analysis of the creative structures that grow to develop such projects and the hierarchy involved. Anyone interested in modern business, communications, or innovations in the way society develops will enjoy this book.

Evelyn says

I read this for some basic research info and stats about the early days of the internet, and the boom in people starting to use social media platforms (it's quite dated now, but fine as a starting point). In *We Think*, Leadbeater makes some good points on the many positive aspects of sharing and collaborating with one another via the internet, highlighting greater freedom of speech (well for some of us in select countries anyway) and elements of mass participation across different age and race groups.

However, I don't think he executes his ideas very succinctly as he has a tendency to repeat himself which causes this book to be a bit of a bore to read. A case of someone having an interesting concept but not really explaining it very well.

Andrew Thompson says

A fascinating and entertaining book which provides a clear overview of how and why the ethos of mass sharing and creativity has arisen. Of course, it's inextricably linked with the rise and adoption of the Internet

and its associated technologies, but the author never gets bogged down in the technical details of how the web etc work. This book is a celebration of how people use these technologies to enhance their lives and how they are changing the world we and our descendants will live in. My reservation is that the final chapter makes too many predictions of what *will* happen. Predicting the future is a dangerous game, but Leadbeater seems to have a reasonably strong foundation for his arguments: they aren't of the "by the year 2000 we will be going to work by jetpack" type. In summary, a well-written book that anyone with an interest in how business and society might develop should read.

Jesse Biroscak says

This book on the Sharing Economy doesn't disappoint. I found myself dog-earing and note-taking throughout. There are many lessons and macro concepts that would serve anyone (experts, too!) interested in the burgeoning p2p / sharing / collaborative economies. I re-read many of the sections and will likely do so again in the future.

For experts, some of it is basic, but there are a TON of interesting concepts that will no doubt enhance your perception of the Sharing Economy and give you ideas on how we can make it better.

Refine Lubis says

I actually read this book for the second time. I don't mind reading this again and again. I love this quote from Charles Leadbeater : "We think therefore we are, we share what we are".

With the open communication tool such as internet which branch out to so many different platform, facebook, twitter, blogs, youtube, myspace, linkedin, instagram, secondlife, wikipedia, quora etc etc even goodreads, we can clearly see what type of person behind the screen from what they are sharing online. In this book, it also tell us that the world is getting flatter everyday, people from different walk of life conversing for different ideas openly. Everyday someone inspire someone else and so forth. The author gave an example of mountain bike innovation which actually was not come for any specialized institution or company like sophisticated lab, engineer, new product innovation, but it came from a user, the daily bike commuter. The future is a collaborative idea, this is where great ideas will be born. The audience is taking the stage, they are no longer a passive recipient anymore, they are contributing ideas through the conversation, feedback or interaction. Now million of people can have their say and be heard by others. This could be pretty confusing, that is also what big data might encounter the same problem too, information overload and authenticity.

The web is mass conversation therefore it is mass innovation. in 20th century, it is the mass production for mass consumption, factories, cars, TV, fridges. in 21st century it is mass innovation, users drive the innovation, product become more customized. Million of people creating games, softwares, ideas, knowledge, information etc everyday to cater this need. In a ways this is the best environment for democracy, because more people will have their voices heard and understood by others. It is good for equality as well because more people will have more access to information or knowledge for free because they are not able to pay for it. And more and more people know how to think creatively. It is sound super great, but we still have challenges. How to understand privacy in a common public space, safe sharing, what if wikipedia is a crap, how do we earn a living when everyone is free sharing. In the past you are what you

own, in today's world you are what you share.

Good book, recommended to read.

Martinxo says

I became bored of this book quite quickly. Leadbeater makes some good points about the power of sharing information, open source, collaboration and communities but he goes on a bit and a bit more.

The major fault with this book is the author seems to think we are going to continue living in a growth economy, one that thrives on never ending supplies of oil. On both counts this is highly unlikely, Leadbetter needs to get his head out of the sand and take a look around.

Peter Collingridge says

Interesting book about how the web may change the way people organised themselves in society, business, science, politics etc, with ideas being shared rather than kept private and control by patents and copyrights. It has some interesting ideas and manages not to be overly optimistic. My main criticism is that it is poorly referenced with several claims made and studies referred to without a footnote to find them.

Viktor Zakharchenko says

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Kotryna says

An interesting read about new economy model that sums up to "you are what you share" conclusion. Though the author leans to the optimistic approach to sharing ideas (mostly through web), he still manages to include some criticism to his own ideas into the book, which gives it a bit more depth. Unfortunately, the author almost misses the point that sharing an idea, patent, copyright and so forth should be the decision of the author - an individual - not the faceless mass of activists surrounding the author. And this, in my opinion, is the biggest weakness of the book - it focuses only on mass power and misses the role of individual authorship, individual responsibility and an individual him/herself in this new shared economy.

Lydia says

Very interesting.

This book is one part inovative, pioneering vision for the future and one part scarily accurate prophetic media! It's a little dated now (well it was published nine years ago!) so it has to be taken in context but so much of it still rings true. Some of it has already happened (e.g. politics taking place entirely on social media!!) but some is yet to be realised. I don't agree with all his (their?) ideas about the need for mass-collaboration but it's an interesting idea especially for a 2017 young generation throwing themselves behind left-wing politics.

It's a good read with an interesting take on the world. A little repetitive in places but interesting nonetheless.
