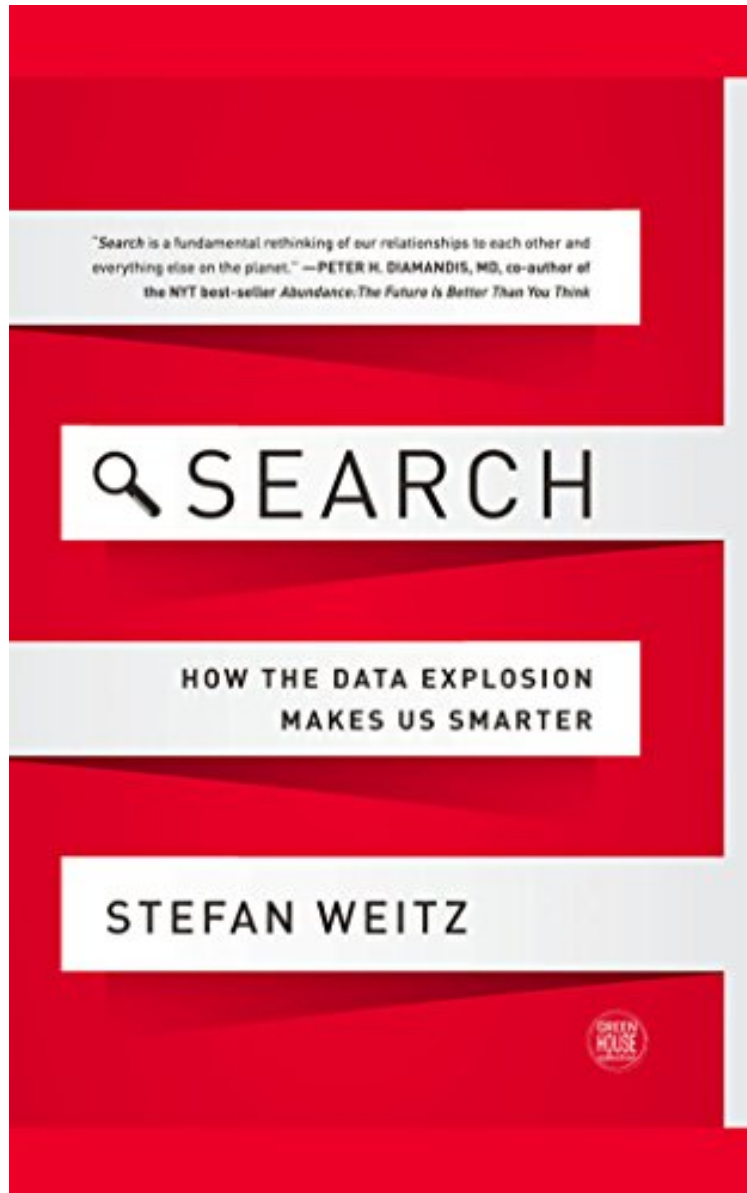


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Search: How the Data Explosion Makes Us Smarter (GreenHouse Collection)

Stefan Weitz

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don't think there is a better mind out there about search or the future of Technology in general. Stefan is not only smart and informative but funny and engaging. Ironically, I bypassed all my technology and waited for my pre-ordered book so that I could sink into a good chair and lap this up one page at a time... you will feel smarter, optimistic and empowered in a new understanding of how search and technology will impact our lives. 0 of 0 people found the following review helpful. Finally We Have a Voice in Technology That is Smart, Humorous and Cool. By Jonathan Block If you are at all interested in the future of technology, (everyone should be) and how the relationship of humans and machines is shaping our planet -- order this book right now. Stefan Weitz explains where we are now and where we are headed in such a smart, understandable, funny and poignant manner -- reading this book is akin to sitting down with him and having a completely enjoyable and insightful conversation. Finally we have a voice in technology that is smart, humorous and cool. 0 of 0 people found the following review helpful. I've known Stefan for a while and he lives up to his forward-thinking best here. Insightful By Duane Forrester Very clear look at the evolution of search. I've known Stefan for a while and he lives up to his forward-thinking best here. Insightful, thoughtful and a great read whether you want to learn more about this topic, or plan for the future; both personal and business. Definitely worth the time to read!

Search is as old as language. We've always needed to find something in the jumble of human creation. The first web was nothing more than passing verbal histories down the generations so others could find and remember how not to get eaten; the first search used the power of written language to build simple indexes in printed books, leading to the Dewey Decimal system and reverse indices in more modern times. Then digital happened. Besides having profound societal impacts, it also made the act of searching almost impossibly complex for both engines and searchers. Information isn't just words; it is pictures, videos, thoughts tagged with geocode data, routes, physical world data, and, increasingly, the machines themselves reporting their condition and listening to others'. Search: How the Data Explosion Makes Us Smarter holds up a mirror to our time to see if search can keep up. Author Stefan Weitz explores the idea of access to help readers understand how we are inventing new ways to search and access data through devices in more places and with more capabilities. We are at the cusp of imbuing our generation with superpowers, but only if we fundamentally rethink what search is, how people can use it, and what we should demand of it. "Search: How The Data Explosion Makes Us Smarter" is the first title from GreenHouse Collection. Created by the founders of Insight Labs, the world's first philanthropic think tank, GreenHouse Collection features books that encourage deeper exploration and inquiry to inform new models for social good.