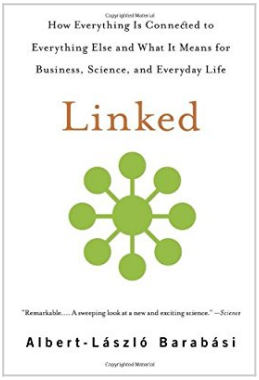

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life

By Albert-laszlo Barabasi

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi

A cocktail party. A terrorist cell. Ancient bacteria. An international conglomerate. All are networks, and all are a part of a surprising scientific revolution. In *Linked*, Albert-László Barabási, the nation's foremost expert in the new science of networks, takes us on an intellectual adventure to prove that social networks, corporations, and living organisms are more similar than previously thought. Barabási shows that grasping a full understanding of network science will someday allow us to design blue-chip businesses, stop the outbreak of deadly diseases, and influence the exchange of ideas and information. Just as James Gleick and the Erdos–Rényi model brought the discovery of chaos theory to the general public, *Linked* tells the story of the true science of the future and of experiments in statistical mechanics on the internet, all vital parts of what would eventually be called the Barabási–Albert model.

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life

By Albert-laszlo Barabasi

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi

A cocktail party. A terrorist cell. Ancient bacteria. An international conglomerate. All are networks, and all are a part of a surprising scientific revolution. In *Linked*, Albert-László Barabási, the nation's foremost expert in the new science of networks, takes us on an intellectual adventure to prove that social networks, corporations, and living organisms are more similar than previously thought. Barabási shows that grasping a full understanding of network science will someday allow us to design blue-chip businesses, stop the outbreak of deadly diseases, and influence the exchange of ideas and information. Just as James Gleick and the Erdos–Rényi model brought the discovery of chaos theory to the general public, *Linked* tells the story of the true science of the future and of experiments in statistical mechanics on the internet, all vital parts of what would eventually be called the Barabási–Albert model.

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi Bibliography

- Sales Rank: #224655 in Books
- Published on: 2014-06-24
- Released on: 2014-06-24
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .75" w x 5.50" l, .70 pounds
- Binding: Paperback
- 304 pages

Editorial Review

Amazon.com Review
How is the human brain like the AIDS epidemic? Ask physicist Albert-László Barabási and he'll explain them both in terms of networks of individual nodes connected via complex but understandable relationships. *Linked: The New Science of Networks* is his bright, accessible guide to the fundamentals underlying neurology, epidemiology, Internet traffic, and many other fields united by complexity.

Barabási's gift for concrete, nonmathematical explanations and penchant for eccentric humor would make the book thoroughly enjoyable even if the content weren't engaging. But the results of Barabási's research into the behavior of networks are deeply compelling. Not all networks are created equal, he says, and he shows how even fairly robust systems like the Internet could be crippled by taking out a few super-connected nodes, or hubs. His mathematical descriptions of this behavior are helping doctors, programmers, and security professionals design systems better suited to their needs. *Linked* presents the next step in complexity theory--from understanding chaos to practical applications. --*Rob Lightner*

From Publishers Weekly
Information, disease, knowledge and just about everything else is disseminated through a complex series of networks made up of interconnected hubs, argues University of Notre Dame physics professor Barabasi. These networks are replicated in every facet of human life: "There is a path between any two neurons in our brain, between any two companies in the world, between any two chemicals in our body. Nothing is excluded from this highly interconnected web of life." In accessible prose, Barabasi guides readers through the mathematical foundation of these networks. He shows how they operate on the Power Law, the notion that "a few large events carry most of the action." The Web, for example, is "dominated by a few very highly connected nodes, or hubs... such as Yahoo! or Amazon.com." Barabasi notes that "the fittest node will inevitably grow to become the biggest hub." The elegance and efficiency of these structures also makes them easy to infiltrate and sabotage; Barabasi looks at modern society's vulnerability to terrorism, and at the networks formed by terrorist groups themselves. The book also gives readers a historical overview on the study of networks, which goes back to 18th-century Swiss mathematician Leonhard Euler and includes the well-known "six degrees phenomenon" developed in 1967 by sociology professor Stanley Milgram. The book may remind readers of Steven Johnson's Emergence and with its emphasis on the mathematical underpinnings of social behavior Malcolm Gladwell's The Tipping Point (which Barabasi discusses); those who haven't yet had their fill of this new subgenre should be interested in Barabasi's lively and ambitious account.

From Booklist
Highlighted in Mark Buchanan's *Nexus* [BKL My 1 02] as a key researcher on networks, Barabasi here talks about his work in more detail. In an anecdotal narrative, he traces networks' mathematical parentage back to Leonhard Euler and the late Paul Erdos, two biographically as well as mathematically interesting geniuses. They set a foundation called graph theory, on which some sociologists in the late 1960s and early 1970s built ideas of how a social network functions; the phrase "six degrees of separation" arose out of their work. Amusing readers with what helped boost that phrase into general circulation--a Web site that calculates the movie-credit connections between Kevin Bacon and any other Hollywood actor--Barabasi then shifts to his own fascinating studies of the Web. His research group found that its domination by hub sites like Hotmail or Yahoo adheres to a graphical relation called the "power law." Limning this property in contexts such as

Vernon Jordan's links among corporate boards, Barabasi imparts the central concepts of networks. *Gilbert Taylor*

Users Review

From reader reviews:

Bobby Griffin:

Have you spare time for just a day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their very own spare time to take a wander, shopping, or went to the particular Mall. How about open as well as read a book eligible Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life? Maybe it is being best activity for you. You understand beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with it has the opinion or you have different opinion?

Robert Hay:

Book is to be different for every single grade. Book for children until finally adult are different content. To be sure that book is very important usually. The book Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life had been making you to know about other knowledge and of course you can take more information. It is quite advantages for you. The reserve Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life is not only giving you much more new information but also to become your friend when you really feel bored. You can spend your personal spend time to read your reserve. Try to make relationship using the book Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life. You never truly feel lose out for everything if you read some books.

Anna Yates:

As people who live in the actual modest era should be revise about what going on or details even knowledge to make these keep up with the era that is always change and move forward. Some of you maybe may update themselves by looking at books. It is a good choice in your case but the problems coming to you actually is you don't know what type you should start with. This Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life is our recommendation to help you keep up with the world. Why, because this book serves what you want and want in this era.

James Batts:

A lot of people always spent their free time to vacation or even go to the outside with them household or their friend. Are you aware? Many a lot of people spent they free time just watching TV, or playing video games all day long. If you would like try to find a new activity that's look different you can read any book. It is really fun in your case. If you enjoy the book that you simply read you can spent all day every day to

reading a publication. The book Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life it is very good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. In case you did not have enough space bringing this book you can buy the e-book. You can m0ore very easily to read this book through your smart phone. The price is not to cover but this book possesses high quality.

Read Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi for online ebook

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi books to read online.

Online Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi ebook PDF download

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi Doc

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi Mobipocket

Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life By Albert-laszlo Barabasi EPub