

(Ebook pdf) An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths

An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths

Glenn Reynolds

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AN ARMY OF DAVIDS

HOW MARKETS AND TECHNOLOGY EMPOWER
ORDINARY PEOPLE TO BEAT BIG MEDIA,
BIG GOVERNMENT AND OTHER GOLIATHS



"[I]mportant, even brilliant... Ignore these small (big) ideas at your peril!"
— SETH GODIN, author of *Small Is the New Big*

GLENN REYNOLDS

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Glenn Reynolds : An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths before purchasing it in order to gage whether or not it would be worth my time, and all praised An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths:

2 of 2 people found the following review helpful. This decade's (this month's?) Future Shock by M. Heiss. Do you remember that book Future Shock by Alvin Toffin (I think?) I enjoyed it a lot when I read it in the 80s; I think it was written in the 70's. An Army of Davids has a lot in common with Future Shock, and it makes the case that we are perched on the edge of the future. The Singularity is coming! It's a fun and breezy book, as any InstaPundit fan would expect. It is wide-ranging and eclectic. And it is optimistic... perhaps too optimistic, in the face of all kinds of incontrovertible evidence of the prevalence of human malice. Judeo-Christian religions recognize it as original sin. But maybe nanotechnology can eliminate spite and malice from the human mind. Maybe. If we're colonizing space, I would try it, and I would take my kids. There has to be someone in the space colonies who makes up ridiculous anthems to memorize lengthy texts, does there not? And that modern troubador could be me! La! I got some ideas for future reading: + Robert Fogel's The Escape From Hunger and Premature Death + Nick Bostrom's article on aging + Martyn Fogg's Terraforming + William Wu's article in Ad Astra + Joel Miller's Size Matters. Those will all go on the wish list for my Christmas shoppers. My "this-week's-great-idea" that sprang up from reading An Army of Davids is this: why not let operate libraries? For a subscription, could route books from your wish list into your local library branch, notify you that they are there, and have them held for you. They could partner with existing public libraries for this. Or they could even deliver them to your house a la Netflix. Return them when you are done. I daresay they could make a case that subscription fees could be better than their second-hand market. My local library takes forever to get in the books I am interested in -- could do this in an amazing way. Also, 's search capabilities are so much better than my library's -- maybe that could work. I know, I know, haven't I ever heard of Kindle? I read in the tub and at the pool. What happens if you drop a kindle into the water? 1 of 1 people found the following review helpful. Do you believe in you? By RB2001. I think most of us want to believe that we can determine our course. In this day it's a hard belief to hold. Can the literal little guy stand up? Glenn Reynolds shows that not only can he. He most likely will be the only thing that does. In an age of too big to fail and size is what matters most, Reynolds message is one of hope. That is not how it was supposed to be written, but this is the result. An Army of Davids shows how the big corps and big gov are failing and how the individual remains the most powerful cultural and economic force in our day. Perhaps in any day for that matter. 6 of 7 people found the following review helpful. People-power will bring us much more than blogs. By Jason Clarke. Beginning with the tremendous impact that blogging has wrought on top-down institutions such as government and big media, Reynolds uses the "Army of Davids" metaphor repeatedly to advance his theory that loose, decentralized networks of individuals will be the driving force behind a multitude of amazing changes taking place over the next 30-50 years. When I say "amazing", there's not much hyperbole there- the colonization of space (seriously!) is one such dramatic change that Reynolds hopes will be come about thanks to the power of the individual bypassing the beaurocracy of a government. Reynolds also describes some trends that, rather than being powered by the "Army", will instead benefit it: If scientists succeed in slowing or even reversing the aging process, Reynolds argues that the single individual will become even more empowered, leading to a dramatic increase in personal productivity, creativity, and the like. These are just two examples- the singularity, space elevators, and artificial intelligence are also discussed. If you think the topics of the previous paragraphs are the stuff of science fiction, I might've agreed with you just a few days ago. But after finishing Army of Davids, I'm excited to learn more about some things I once thought of as fantasy that Reynolds argues are already well underway. The book is a quick read- I digested it in just a couple hours- but that is far from an insult. Rather, I suspect Reynolds' conversational, at times swift-moving prose and frequent long-form quotes are designed to assume the reader's intelligence, rather than condescend to it. Supplementing the wide variety of subject matter are copious citations, especially helpful when Reynolds cuts broad strokes through his often unfamiliar (to many) subject matter. On his blog, Reynolds has, on at least two occasions, referenced reviewers who met with confusion as the latter half of the book veered away from blog-related topics and moved into more scientific and even sci-fi-esque territory. Personally, I didn't have a problem with the book transitioning into trends of the near future. Because Reynolds is perhaps best known as a blogosphere celebrity, I'm guessing some readers expected the book to remain media-centric. However, I'm pleased that Reynolds guided his book away from a pleasing yet tiring re-hash of recent memory and instead took a risk by exposing readers to a some tip-of-the-iceberg stuff that I, for one, would likely have never learned of otherwise. So if you're expecting a light read about the impact of blogging, look elsewhere. But if you're interested in the extension of trends that blogging is only a small part of, you'll probably learn a great deal- and become pretty excited- about the future that An Army of Davids foretells.

There was a time in the not-too-distant past when large companies and powerful governments reigned supreme over the little guy. But new technologies are empowering individuals like never before, and the Davids of the world- the amateur journalists, musicians, and small businessmen and women- are suddenly making a huge economic and social impact. In Army of Davids, author Glenn Reynolds, the man behind the immensely popular Instapundit.com, provides an in-depth, big-picture point-of-view for a world where the small guys matter more and more. Reynolds explores the birth and growth of the individual's surprisingly strong influence in: arts and entertainment, anti-terrorism, nanotech and space research, and much more. The balance of power between the individual and the organization is finally

evening out. And it's high time the Goliaths of the world pay attention, because, as this book proves, an army of Davids is on the rise. Endorsements: "George Orwell feared that technology would enable dictators to enslave the masses. Glenn Reynolds shows that technology can empower individuals to determine their own futures and to defeat those who would enslave us. This is a book of profound importance-and also a darn good read." -MICHAEL BARONE, senior writer at U.S. News World Report and author of *Hard America, Soft America* "Blogger extraordinaire Glenn Reynolds shows how average Americans can use new technologies to overcome the twin demons of corporate greed and incompetent government. Reynolds is a compelling evangelist for the power of the individual to change our world." -ARIANNA HUFFINGTON, author of *Pigs at the Trough and Fanatics and Fools* "A smart, fun tour of a major social and economic trend. From home-brewed beer to blogging, Glenn Reynolds is an engaging, uniquely qualified guide to the do-it-yourself movements transforming business, politics, and media." -VIRGINIA POSTREL, Forbes columnist and author of *The Future and its Enemies* and *The Substance of Style* "A student in her dorm room now commands the resources of a multi-million dollar music recording or movie editing studio of not so many years ago. The tools of creativity have been democratized and the tools of production are not far behind (Karl Marx take note). Glenn Reynolds's beguiling new book tells the insightful story of how an 'army of Davids' is inheriting the Earth, leaving a trail of obsolete business models not to mention cultural, economic, and political institutions in its wake." -RAY KURZWEIL, scientist, inventor, and author of several books including *The Singularity is Near* "Must-read, 'gotta have,' 'culture-changing' . . . I am suspicious of blurbs with such overused plugs. But Glenn Reynolds's *An Army of Davids* is in fact a must-read new book that you gotta have if you are going to understand the culture-changing forces that are unleashed and at work across the globe." -HUGH HEWITT, syndicated talk radio host and author of *Blog and Painting the Map Red* "Glenn Reynolds has written an essential book for understanding how technology and markets are creating a bottom-up shift in power to ordinary people that is changing business, government, and our world. Packed with fresh ideas and adorned with graceful prose, *An Army of Davids* is a masterpiece." -JOE TRIPPI, author of *The Revolution Will Not Be Televised*

From Publishers Weekly In this testament to the power of the little guy, law professor and blogger Reynolds gleefully hails the emergence of a new entrepreneurial class resulting from the democratizing power of technology-the manifestation of his observation that "a society that's rich and free will have citizens who-entirely on their own-develop a wide range of skills." Among the skills he cites are citizen terrorist-busters, hackers and average Joe techies who set up phony jihad sites to foil terrorism in the U.S. Others have taken on big media, forcing newspapers and networks into something "akin to what happened to the Church during the Reformation." Reynolds shows how technology opened up markets to software companies in Poland and to filmmakers and musicians in Africa. Proclaiming good blogging as a combination of "rapid response times" and "personal voice," Reynolds praises the explosion of cyber-self expression, seeing it as yet another way to proliferate information and build knowledge among communities. And while Reynolds may seem naive in ignoring any potential negatives that could arise from widespread, unmitigated, technology-enabled empowerment and does little to touch upon the ethical implications of the everyman becoming a superman, he brings a contagious sense of optimism to this "new reality." Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "George Orwell feared that technology would enable dictators to enslave the masses. Glenn Reynolds shows that technology can empower individuals to determine their own futures and to defeat those who would enslave us. This is a book of profound importance-and also a darn good read." -MICHAEL BARONE, senior writer at U.S. News World Report and author of *Hard America, Soft America* "Blogger extraordinaire Glenn Reynolds shows how average Americans can use new technologies to overcome the twin demons of corporate greed and incompetent government. Reynolds is a compelling evangelist for the power of the individual to change our world." -ARIANNA HUFFINGTON, author of *Pigs at the Trough and Fanatics and Fools* About the Author Glenn Reynolds, law professor at the University of Tennessee, is known throughout the Internet as one of the premier bloggers on his site Instapundit.com. A contributing editor to TechCentralStation, Reynolds also blogs for MSNBC at GlennReynolds.com and has had his writings featured in the *New York Times*, *Popular Mechanics*, *Washington Post*, *Los Angeles Times*, *Salon.com*, and *Wall Street Journal*. Reynolds is the coauthor of *Outer Space: Problems of Law and Policy* and *The Appearance of Impropriety: How the Ethics Wars Have Undermined American Government, Business, and Society*.