



# **Adeus, Facebook: O Mundo Pós-Digital (Portuguese Edition)**

*Jack London*

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Textos essenciais para compreender o futuro das mudanças e as mudanças do futuro.

Parar e pensar sobre como as novas tecnologias transformarão o mundo parece algo impossível de se fazer. Sempre preocupadas em atualizar o status online, cada vez mais as pessoas têm menos tempo livre. Além disso, a natureza volátil das redes sociais permite que tudo nessas plataformas possa mudar de um dia para o outro. Este novo cenário já alterou a forma de empreender tanto no Brasil quanto no mundo. Empresas como o Google e o próprio Facebook surgiram do nada e hoje são gigantes no mercado, enquanto outras que eram consideradas quase infalíveis tiveram que se readaptar para não morrer. A forma de empreender mudou.

Ao mesmo tempo, as marcas nunca estiveram tão conectadas com seu público e a criatividade não tem limites. Barreiras linguísticas e geográficas estão ficando sem importância, e aquele que deseja empreender deve saber que seu público alvo pode estar do outro lado do mundo, assim como seu concorrente. Surgiram startups com sucesso em um dia e desastre noutro. Quantas empresas conseguiram se manter no mercado com mais de 1 ano de existência? Como aprender com elas para não cometer os mesmos erros? O livro ainda nos remete a algumas perguntas essenciais e nos faz questionar: O que nos espera quando todo esse sistema entrar em crise? É possível imaginar o futuro?



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