



# Smart. Internet(s): una investigación (Spanish Edition)

*Martel Frédéric*

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**Smart. Internet(s): una investigación (Spanish Edition)** Martel Frédéric

**Un análisis sorprendente del uso de internet y las redes sociales en el mundo, por el aclamado autor de**  
*Cultura Mainstream*

¿Cómo ha podido China crear sus propios clones de Google, Facebook y YouTube? ¿De qué manera los países árabes supieron emplear las redes sociales para emprender sus revoluciones? ¿Debemos temer que el inglés se convierta en la lengua empleada «por defecto» en Internet?

De Silicon Valley a Tokio, de Brasil a Washington, de Sudáfrica a la India y llegando hasta Cuba o Gaza, Frédéric Martel emprende una investigación sin precedentes, sobre el terreno, y hace un análisis profundo del protagonismo y la influencia de internet y las redes sociales en el mundo, demostrando que hay tantos internets como países.

Este enfoque del tema, novedoso y optimista, da cuenta de un mundo mucho más smart de lo que pensábamos, en el que se respetan las singularidades nacionales, las identidades y las diferencias locales. No debemos temer el mundo digitalizado: el futuro de internet depende del uso que se haga de él.

## **Reseñas:**

«Una importante investigación sobre el terreno que ilumina los rostros dispersos de la revolución digital.»

*Les Inrockuptibles*

«Un viaje apasionante por las capitales digitales, de Silicon Valley a Sudáfrica, que demuestra que la globalización no se traduce en uniformización.»

Sébastien Le Fol, *Le Point*

«Internet y las nuevas tecnologías han iniciado ya un cambio que no tiene vuelta atrás, pero que encierra una serie de peligros que no están siendo evaluados.»

*El Norte de Castilla*

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