



# Herren oder Knechte: Der Kampf um die Zukunft der Informationszivilisation (German Edition)

*Shoshana Zuboff*

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## **Herren oder Knechte: Der Kampf um die Zukunft der Informationszivilisation (German Edition)**

Shoshana Zuboff

Die Menschheit steht am Scheideweg. Wird der Überwachungskapitalismus der High Tech Unternehmen siegen, der uns total kontrollieren, enteignen und zu Knechten machen will? Oder leisten wir Widerstand und entfalten die Potenziale der digitalen Technologien zu einem neuen, sozialen Kapitalismus, der auf Vertrauen, Kooperation, neuen Regeln und Institutionen beruht und die Teilhabe aller an Wohlstand und Gesellschaft zum Ziel hat?

In ihrem brillanten Buch entlarvt Shoshana Zuboff die verborgenen Mechanismen von Enteignung und Kontrolle. Sie entwirft, wie die ökonomische und soziale Vision einer Informationszivilisation von uns verwirklicht werden kann. Weil nur Menschen, nicht Maschinen eine große Zivilisation ausmachen.

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