



# The Googlization of everything [ (and why we should worry) /

Vaidhyathan, Siva

University of California Press,  
2011

Google (Firm) Internet industry- Internet-

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTgyNzE3OTI>

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**Bibliografía:** Includes bibliographical references and index

**Contenido:** Introduction: the gospel of Google -- "Render unto Caesar": how Google came to rule the web -- Google's ways and means: faith in aptitude and technology -- The Googlization of us: universal surveillance and infrastructural imperialism -- The Googlization of the world: prospects for a global public sphere -- The Googlization of the library: the future of books -- The Googlization of memory: filters and the fracturing of knowledge -- Conclusion: the human knowledge project

**Detalles del sistema:** Modo de acceso: World Wide Web

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