Clay Shirky
Cognitive Surplus
Creativity and Generosity in a Connected Age

The author of the breakout hit *Here Comes Everybody* reveals how new technology is changing us from consumers to collaborators, unleashing a torrent of creative production that will transform our world.

For decades, technology encouraged people to squander their time and intellect as passive consumers. Today, technology has finally caught up with human potential. In *Cognitive Surplus*, Internet guru Clay Shirky forecasts the thrilling changes we will all enjoy as new digital technology puts our untapped resources of talent and goodwill to use at last.

The potential impact of cognitive surplus is enormous. As Shirky points out, Wikipedia was built out of roughly one percent of the man-hours that Americans spend watching TV every year. Wikipedia and other current products of cognitive surplus are only the iceberg’s tip. Shirky shows how society and our daily lives will be improved dramatically as we learn to exploit our goodwill and free time like never before.

**MARKETING**
- Author of *Here Comes Everybody*
- National publicity out of New York and the West Coast
- Technology page features in national and regional press
- Target syndicated technology columns

**PRAISE FOR HERE COMES EVERYBODY**

“The sum of Shirky’s incisive exploration, like the Web itself, is greater than its parts.” — *Publishers Weekly*

“A perceptive appraisal of the contemporary technology-society interface.” — *Booklist*

“Clay has long been one of my favorite thinkers on all things Internet—not only is he smart and articulate, but he’s one of those people who is able to crystallize the half-formed ideas that I’ve been trying to piece together into glittering, brilliant insights that make me think, yes, of course, that’s how it all works.” — Cory Doctorow, author of *Overclocked*