



Risiko Kommunikation: Soziale Netzwerke verstehen (German Edition)

Frank Mau

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Die ursprüngliche Form der persönlichen eins-zu-eins Kommunikation ist eine Ausnahme geworden. Im Kommunikationszeitalter ist der Satz von Wittgenstein: "Wovon man nicht sprechen kann, darüber muss man schweigen", zur Utopie geworden. Kommunikation wird heute zunehmend durch Netzwerke beeinflusst, geprägt und gesteuert.

Wer die zugrundeliegenden Verknüpfungsarchitekturen und Ausbreitungsdynamiken versteht, kann die sich daraus ergebenden Chancen und Risiken besser einschätzen und wirkungsvoller handhaben.

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