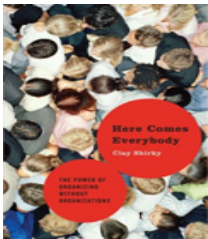


Press Release

December 28, 2009

The Think Club Publications Announces Book of the Year Award for 2009

Bloomfield Hills, MI, December 28, 2009 The Think Club Publication has chosen *Here Comes Everybody: the Power of Organizing without Organizations* by Clay Shirky, published by Penguin for the Book of the Year Award for 2009. Think Club Publication is a forum to encourage independent thinking among fellow human beings. This annual award is given to the author whose idea or ideas can contribute to the resolution of contemporary human problems based on his or her original and independent thinking.



The Think Club chose *Here Comes Everybody* for this award because the author explains how common people can and are making changes in society by exercising freedom of speech and by using new

technologies of social networking. The author illustrates how an ordinary individual can really have an impact the social norms and can make his or her voice heard without the utilization of traditional media such as newspapers, radio and television.

Shirky illustrates how blogging has enabled the common man to publish his or her own views without depending on a traditional press outlet. The change isn't a shift from one kind of news institution to another, but rather in the definition of news. News is no longer an institutional prerogative. It's part of a communications ecosystem, occupied by a mix of formal and informal organizations and individuals.

This extraordinary book examines the ways that new communications technologies enable groups of likeminded people to form more easily than ever before, regardless of geography. As the invention of the birth control pill and the transistor have led to fundamental changes in society, so too has the invention of social media and the Web 2.0. Online social networks have enabled productive, collaborative groups to have their voices heard more effectively than at any other time in history.

Shirky makes sense of the way that groups are using the Internet. In a treatise that spans all manner of social activity from vigilantism to activism, from Flickr to Howard Dean, from blogs to newspapers, Shirky clearly explains how every institution is prone to being recast by the net, and how to manage that change for the best possible outcome. He picks perfect anecdotes to vividly illustrate his points, then shows the larger truth behind them.

Shirky explains to the readers why internet communication like Twittering is so important. Thus, we present the Book of the Year award for 2009 to Clay Shirky for reminding us about how the vitality and influence of groups of human beings can impact businesses, society and our lives by using net-enabled social tools.

The THINK Club is published quarterly by The THINK Club Publications, a forum to encourage independent thinking among fellow human beings.

Publisher: **Bala Prasad**

Managing Editor: **Anil Shrivastava "Musafir"**

Consulting Editor: **David Beagan**

Address: **The THINK Club
PO Box 451
Bloomfield Hills, MI 48303-0451**

Phone: **248-651-3106** Fax: **248-651-3106**

email: letters@thethinkclub.com

Visit us: www.thethinkclub.com