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Swarmwise: The Tactical Manual to Changing the World (Paperback)

By Rick Falkvinge

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Language: English . Brand New Book ***** Print on Demand

*****.Swarmwise (2013) is a tactical guide to changing the world using cost-efficient swarm methodology. It is a leadership handbook that outlines how the Swedish Pirate Party was able to beat the political competition on less than one percent of their budget, and shows how any cash- and time-strapped executive or manager can use swarm methodologies, whether the goal is business, social, or political. That organization, founded by one man without resources, has now spread to over 70 countries using the same cost-efficient swarm methods. Swarmwise will tell you what it takes to found a swarm of volunteers, to organize and energize it, and to lead it to success. The book doesn't go into theoretical detail, psychology, or deep research papers. Rather, it is very hands-on leadership advice from pure experience - it covers everything from how you give instructions to new marketing assistants or activists about handing out flyers in the street, up to and including how you communicate with TV stations and organize hundreds of thousands of people in a coherent swarm. Above...



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