

Mini Review

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Book Review 'Consumers in Electronic Commerce' (Spanish Version)



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Written by JurongHealth, JurongHealth's Chronic Obstructive Pulmonary Disease Program (COPD) is the first in Singapore that integrates multiple classes of services for patients acrWritten by Miguel Arias, the changes caused by technological advances in the economy and the traffic policies of information are making disappear the relationship that existed between the consumer and the producer, giving way to a new form of economy, the social economy of collaboration. The information has become a bargaining chip and a new group of consumers-producers assumes an important position in the consumer market. With the use of Internet, which provides the connection for the exchange of information, prosumers feed cyberspace with free knowledge in order to collaborate and be part of the process of production. Internet influences our lives and our customs, in the way we search information, to entertain and communicate. Analyzing an event while it is happening is a somewhat complicated task. One can try to understand the factors that led to the event and you can also try to predict future changes. The objective of this work is to present the facts and the available evidence and create a line of events that culminated in the event in question that is still beginning.

Taking as a starting point the human need to communicate we reach a point in which what is communicated and to whom it is communicated is the key to success. According to Juan Bordenave, communication was one of the first devices invented by man to live in community, not only to express himself, but to understand the other, to explain the world and in the words, spoken or written, everything that one cannot understand. When governments and corporations interfere in communication channels, they deeply undermine the foundations of society,

whether through wars, censorship or manipulation of the media. Thanks to the emergence of a new communication technology, the Internet, a whirlwind of voices gathered in one place was generated and in a way destabilized those who possessed the power over the masses for so many centuries. The Internet has allowed the exchange of information between people from different parts of the world in just a few seconds, the protests are known, dictatorial actions are exposed to the world, events of all kinds are filmed and everything is finally transmitted through the net. Those in power make use of various devices to try to put an end to these innumerable waves of information, try to pass laws that expose the information of the Internet users, access is restricted to certain sites and those who share the data of some sites are arrested. But every time the number of people connected is greater what strengthens the power of the masses.

New forms of consumption have been proposed and new forms of consumption have been developed. Consumers, previously controlled by the market, begin to have more autonomy over everything they see, read and buy. "Common" people become opinion leaders and a new group of consumer-producers emerge among all these changes, we are talking about prosumers. Information has become perhaps the most important and fastest growing business in the world. In The Third Wave 1980, Toffler describes a new world order: the society post-industriality. This new world order emerges after the industrial society that he called the second wave, which had been preceded by the agricultural society, the first wave. The great novelty in the third wave is the appearance of personalization and the massification of production compared to mass production and standardized second wave.



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