## NEW POWER

How Power Works in Our Hyperconnected World and How to Make It Work for You

Jeremy Heimans & Henry Timms



New York · London · Toronto Sydney · Auckland

## **CONTENTS**

1.	welcome to the New Power World	1
2.	Thinking Old Power, Thinking New Power	14
3.	From Sound Bites to Meme Drops: How Ideas Spread	33
4.	How to Build a Crowd	54
5.	What Makes New Power Communities Work (and Why They Sometimes Don't)	81
6.	What Makes New Power Communities Work (and How They Fuse with the Wider World)	106
7.	The Participation Premium	117
8.	Taking the Turn from Old to New Power	139
9.	Leadership	162
10.	The Art of Blending Power	196
11.	New Power at Work	222
12.	The Future: A Full-Stack Society	242
	Glossary: How to Speak New Power	265
	Acknowledgments	271
	Notes	275
	Index	311