



never attracted enough members to be viable. This book offers lessons from theory and empirical research in the social sciences that can help improve the design of online communities. The authors draw on the literature in psychology, economics, and other social sciences, as well as their own research, translating general findings into usable advice to encourage information contributions based on the theory of public goods, and how to build members' commitment based on theories of interpersonal bond formation. For each design claim, they offer supporting evidence from theory, experiments, or observational studies.

Through a series of close readings of two major figures of the modern movement, Adolf Loos and Le Corbusier, Beatriz Colomina argues that architecture only becomes modern in its engagement with the mass media, and that in so doing it radically displaces the traditional sense of space and subjectivity. *Privacy and Publicity* boldly questions the received view of modern architecture and reconsiders the methodology of architectural criticism itself. Where conventional criticism portrays modern architecture as a high artistic practice in opposition to mass culture, Colomina sees the emerging systems of communication that have come to define twentieth-century culture—the mass media—as the new architecture produced. She considers architectural discourse as the intersection of a number of systems of representation such as drawings, models, photographs, books, films, and advertisements. This does not mean abandoning the architectural object, the building, but rather looking at it in a different way. The building is understood here in the same way as the representation in its own right. With modernity, the site of architectural production literally moved from the street into photographs, films, publications, and exhibitions—a displacement that presupposes a new sense of space, one defined by images rather than walls. This age of publicity corresponds to a transformation in the status of the building, from the publicity of the private. Modern architecture renegotiates the traditional relationship between public and private in a way that profoundly alters the experience of space. In a fascinating intellectual journey, Colomina tracks this shift through the modern incarnations of the archive, the city, fashion, war, sexuality, advertising, the window, and the interior that constructs the modern subject it appears merely to house.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and common framework for responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Digital Business, the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then shows how to help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you create winning digital strategies.

The building and management of public housing is often seen as a signal failure of American public policy, but this is a vastly oversimplified view. In *Purging the Poorest*, Lawrence J. Vale offers a new narrative of the seventy-five-year struggle to house the "deserving poor." In the 1930s, two iconic American cities, Atlanta and Chicago, demolished their cities' first public housing. Six decades later, these same cities also led the way in clearing public housing itself. Vale's groundbreaking history of these "twice-cleared" communities provides unprecedented detail about the development, decline, and redevelopment of two of America's most famous housing projects: Chicago's Cabrini-Green and Atlanta's public housing. Vale offers the novel concept of design politics to show how issues of architecture and urbanism are intimately bound up in thinking about policy. Drawing from extensive archival research and in-depth interviews, Vale recalibrates the larger cultural role of public housing, revalues the contributions of public housing residents, and reconsiders the role of public housing in the American city.

*Photography at the Bauhaus*

*How Markets Shape Cities*

*Public Housing and the Design Politics of Twice-Cleared Communities*

*An Essay on the Pain of Playing Video Games*

*Modern Architecture As Mass Media*

*The City of Tomorrow*