

The Signals Are Talking Why Today's Fringe Is Tomorrow's Mainstream



BOOK DETAILS

- Author : Amy Webb
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BOOK SYNOPSIS

Winner of the 2017 Axiom Business Book Award in Business Technology Amy Webb is a noted futurist who combines curiosity, skepticism, colorful storytelling, and deeply reported, real-world analysis in this essential book for understanding the future. *The Signals Are Talking* reveals a systemic way of evaluating new ideas bubbling up on the horizon-distinguishing what is a real trend from the merely trendy. This book helps us hear which signals are talking sense, and which are simply nonsense, so that we might know today what developments-especially those seemingly random ideas at the fringe as they converge and begin to move toward the mainstream-that have long-term consequence for tomorrow. With the methodology developed in *The Signals Are Talking*, we learn how to think like a futurist and answer vitally important questions: How will a technology-like artificial intelligence, machine learning, self-driving cars, biohacking, bots, and the Internet of Things-affect us personally? How will it impact our businesses and workplaces? How will it eventually change the way we live, work, play, and think-and how should we prepare for it now? Most importantly, Webb persuasively shows that the future isn't something that happens to us passively. Instead, she allows us to see ahead so that we may forecast what's to come-challenging us to create our own preferred futures.

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