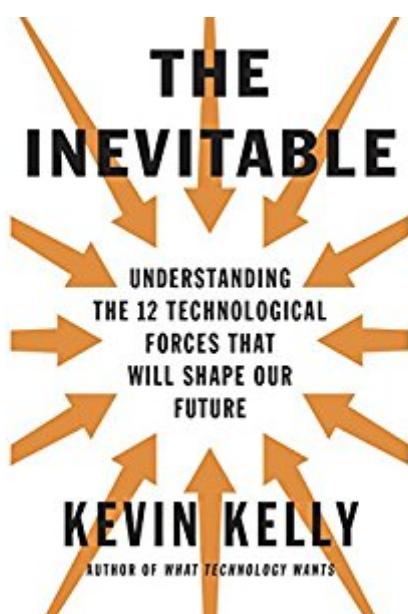


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The Inevitable: Understanding The 12 Technological Forces That Will Shape Our Future



Synopsis

From one of our leading technology thinkers and writers, a guide through the 12 technological imperatives that will shape the next 30 years and transform our lives. Much of what will happen in the next 30 years is inevitable, driven by technological trends that are already in motion. In this fascinating, provocative new book, Kevin Kelly provides an optimistic road map for the future, showing how the coming changes in our lives - from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture - can be understood as the result of a few long-term accelerating forces. Kelly both describes these deep trends - flowing, screening, accessing, sharing, filtering, remixing, tracking, and questioning - and demonstrates how they overlap and are codependent on one another. These larger forces will completely revolutionize the way we buy, work, learn, and communicate with each other. By understanding and embracing them, says Kelly, it will be easier for us to remain on top of the coming wave of changes and to arrange our day-to-day relationships with technology in ways that bring forth maximum benefits. Kelly's bright, hopeful book will be indispensable to anyone who seeks guidance on where their business, industry, or life is heading - what to invent, where to work, in what to invest, how to better reach customers, and what to begin to put into place - as this new world emerges.

Book Information

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Customer Reviews

"We are marching inexorably toward firmly connecting all humans and all machines into a global matrix." So writes Kevin Kelly on the last page of *The Inevitable*. No doubt this will have some

dialling furiously for Morpheus to deliver a fresh batch of red pills, to save us all. However, Kelly's "inevitable" future need not be so dystopian. The man is a techno-optimist, and his ebullient enthusiasm for the future shines bright on every page. Yet this is no super-geek future, where nerdy young men with coke-stained teeth peer at screens as they wrestle for control of human civilisation. No, there's something here for just about everyone. Sharing and cooperation are central tenets of Kevin Kelly's new age. What I like about Kevin Kelly is his worldly wisdom. Here is a man in his mid-sixties who still travels and explores new lands, new peoples and new ideas. If ever we need a role-model for lifelong learning, we need look no further. Kelly outlines twelve domains of the future. None is exhaustively explored, but all are tantalisingly prised open just far enough for the reader to gaze upon the treasures therein. The author invites us to look and to wonder and to dream. He sees technology not as the enemy, but as the key which will free us from baser physical and psychological requirements. Technology beckons us to contemplate the question, "What does it really mean to be human?" For, says Kelly, machines can liberate us from the mundane, setting us free to gaze upon the myriad futures with open hearts and open minds. If this all sounds "utopian," don't tell Kevin Kelly. He hates that word. It is undoubtedly true that the world is in need of visionaries who can point us towards desirable and abundant futures. We need permission to dream again. So much of our media and popular discourse is pessimistic. Perhaps we have been too down on ourselves. Kevin Kelly believes so. I strongly recommend you read *The Inevitable*. You just might just change your mind about what is to come. Marcus T Anthony, PhD, author.

Whilst somewhat similar in structure and flow, each chapter (or force) reads pretty well on its own, and can serve as a base for your own musings on where we are going. The details might change (Vine...) But the hypothesis is that the underlying trend or force, (ephemeral sharing) will have significant implications. Overall a good stepping stone for getting outside the instant flows, and taking a look ahead.

I've not only enjoyed reading this book but it has given me a new perspective on trying to understand where things are going and how to deal with them. It's all too easy to just try and identify the sorts of products we can imagine with a science fiction lens on; and to identify the likely needs of the public. What Kevin has done is give us a basis upon which we can identify the overall direction and the drivers that will help others to be inventive and for those of like myself who are trying to make sense of it and learn how we can adapt to continue delivering services in this ever evolving digital landscape. I highly recommend this if you want or need to have a basis for dealing with the

rapid digital (r)evolution.

I am so glad Kevin Kelly wrote this book. It meets the expectations of three audiences.1) Novices will learn a great deal on what is going on today and face the future with a higher level of confidence2) Informed audiences will inscribe the snippets and rumors they read/hear every day into one consistent frame of thought3) Experts will rejoice that Mr. Kelly proposed a common frame of thought with a consistent vocabulary so they can easily communicate with the first two audiencesOut of Control (1994) and What Technology Wants (2010) were two determining works to understand upcoming trends. Kevin Kelly reiterates a success of equal importance with The Inevitable.

I've been reading a lot of books on future tech lately and this is the best by far. Written by a founder of Wired magazine, he has first hand insight and sources about the future of AI social networking robotics and many other topics. The title sounds dry but it's very entertaining and intriguingly written. By far the most far-reaching, detailed and interesting book on the subject I've read.

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