

## Whats Your Moonshot Future Proof Yourself And Your Business In The Age Of Exponential Disruption

The authors document how four forces--exponential technologies, the DIY innovator, the Technophilanthropist, and the Rising Billion--are conspiring to solve our biggest problems. "Abundance" establishes hard targets for change and lays out a strategic roadmap for governments, industry and entrepreneurs, giving us plenty of reason for optimism.

#1 NEW YORK TIMES BEST SELLER • In this urgent, authoritative book, Bill Gates sets out a wide-ranging, practical—and accessible—plan for how the world can get to zero greenhouse gas emissions in time to avoid a climate catastrophe. Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his understanding of innovation and what it takes to get new ideas into the market, he describes the areas in which technology is already helping to reduce emissions, where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise. As Bill Gates makes clear, achieving zero emissions will not be simple or easy to do, but if we follow the plan he sets out here, it is a goal firmly within our reach.

Intelligent algorithms are already well on their way to making white collar jobs obsolete: travel agents, data-analysts, and paralegals are currently in the firing line. In the near future, doctors, taxi-drivers and ironically even computer programmers are poised to be replaced by 'robots'. Without a radical reassessment of our economic and political structures, we risk the very implosion of the capitalist economy itself. In *The Rise of the Robots*, technology expert Martin Ford systematically outlines the achievements of artificial intelligence and uses a wealth of economic data to illustrate the terrifying societal implications. From health and education to finance and technology, his warning is stark – all jobs that are on some level routine are likely to eventually be automated, resulting in the death of traditional careers and a hollowed-out middle class. The robots are coming and we have to decide – now – whether the future will bring prosperity or catastrophe.

This is not a book about one thing. It's not a 250-paged dissertation on leadership, teams or motivation. Instead, it's an agenda for building organizations that can flourish in a world of diminished hopes, relentless change and ferocious competition. This is not a book about doing better. It's not a manual for people who want to tinker at the margins. Instead, it's an impassioned plea to reinvent management as we know it—to rethink the fundamental assumptions we have about capitalism, organizational life, and the meaning of work. Leaders today confront a world where the unprecedented is the norm. Wherever one looks, one sees the exceptional and the extraordinary: Business newspapers decrying the state of capitalism. Once-innovative companies struggling to save themselves. Next gen employees shunning blue chips for social start-ups. Corporate miscreants getting pilloried in the blogosphere. Entry barriers tumbling in what were once oligopolistic strongholds. Hundred year-old business models being rendered irrelevant overnight. Newbie organizations crowdsourcing their most creative work. National governments lurching towards bankruptcy. Investors angrily confronting greedy CEOs and complacent boards. Newly omnipotent customers eagerly wielding their power. Social media dramatically transforming the way human beings connect, learn and collaborate. Obviously, there are lots of things that matter now. But in a world of fractured certainties and battered trust, some things matter more than others. While the challenges facing organizations are limitless; leadership bandwidth isn't. That's why you have to be clear about what really matters now. What are the fundamental, make-or-break issues that will determine whether your organization thrives or dives in the years ahead? Hamel identifies five issues that are paramount: values, innovation, adaptability, passion and ideology. In doing so he presents an essential agenda for leaders everywhere who are eager to... move from defense to offense reverse the tide of commoditization defeat bureaucracy astonish their customers foster extraordinary contribution capture the moral high ground outrun change build a company that's truly fit for the future Concise and to the point, the book will inspire you to rethink your business, your company and how you lead.

*Great Leaders Mix and Match* is a manifesto for more beautiful combinations in (business) life. The world faces complex challenges and these challenges can only be resolved by mixing and matching ideas. The beauty here lies in the elegance of the solutions which actually make the (business) world a better place and how we are able to solve multiple challenges in one go. Think of a waste incineration plant which doubles as ski hill. Or think of new solutions for care: an elderly home, combined with children day care and an animal farm, where all parties benefit from the combination. These are real cases where the total (combination) is clearly more than the sum of its parts. This book serves as a manual and toolbox and outlines how leaders can become "ideaDJs". A perfect ideaDJ mix consists of beauty, value and impact. By creating beauty, the solutions have more elegance in their implementation. It adds more value to all stakeholders, not just shareholders. And finally, the solutions create more sustainable and scalable impact. Besides many exciting examples, this book contains a clear methodology and tool kits. The main focus is to help (business) leaders to change the mindset and attitude of the people around them.

The former Apple CEO “delivers a clear message to individuals, entrepreneurs, and corporations: change . . . or wither” (Booklist). The future belongs to those who see the possibilities before they become obvious. This is the most exciting time ever to be part of the business world. Throughout history, there are some events that stand out as so groundbreaking that they completely change life as we know it. The Apollo moon landing of 1961 was one of those events—the invention of the Apple personal computer was another. In this book, John Sculley, former CEO of both Pepsi and Apple, discusses an era that is giving birth to numerous groundbreaking events and inventions—moonshots—that will change the way we live and work for generations to come. He offers wisdom for a new breed of innovative entrepreneurs to build businesses across industries that will bring in billions of dollars—while changing people’s lives for the better. Moonshot! lays out a roadmap for building a truly transformative business, beginning with a can’t-fail concept and drawing on clear examples from companies who’ve done innovation right.

Reimagining our global economy so it becomes more sustainable and prosperous for all Our global economic system is broken. But we can replace the current picture of global upheaval, unsustainability, and uncertainty with one of an economy that works for all people, and the planet. First, we must eliminate rising income inequality within societies where productivity and wage growth has slowed. Second, we must reduce the dampening effect of monopoly market power wielded by large corporations on innovation and productivity gains. And finally, the short-sighted exploitation of natural resources that is corroding the environment and affecting the lives of many for the worse must end. The debate over the causes of the broken economy—laissez-faire government, poorly managed globalization, the rise of technology in favor of the few, or yet another reason—is wide open. Stakeholder Capitalism: A Global Economy that Works for Progress, People and Planet argues convincingly that if we don't start with recognizing the true shape of our problems, our current system will continue to fail us. To help us see our challenges more clearly, Schwab—the Founder and Executive Chairman of the World Economic Forum—looks for the real causes of our system's shortcomings, and for solutions in best practices from around the world in places as diverse as China, Denmark, Ethiopia, Germany, Indonesia, New Zealand, and Singapore. And in doing so, Schwab finds emerging examples of new ways of doing things that provide grounds for hope, including: Individual agency: how countries and policies can make a difference against large external forces A clearly defined social contract: agreement on shared values and goals allows government, business, and individuals to produce the most optimal outcomes Planning for future generations: short-sighted presentism harms our shared future, and that of those yet to be born Better measures of economic success: move beyond a myopic focus on GDP to more complete, human-scaled measures of societal flourishing By accurately describing our real situation, Stakeholder Capitalism is able to pinpoint achievable ways to deal with our problems. Chapter by chapter, Professor Schwab shows us that there are ways for everyone at all levels of society to reshape the broken pieces of the global economy and—country by country, company by company, and citizen by citizen—glue them back together in a way that benefits us all.

With digital content published across more channels than ever before, how can you make yours easy to find, use, and share? Is your content ready for the next wave of content platforms and devices? In Designing Connected Content, Mike Atherton and Carrie Hane share an end-to-end process for building a structured content framework. They show you how to research and model your subject area based on a shared understanding of the important concepts, and how to plan and design interfaces for mobile, desktop, voice, and beyond. You will learn to reuse and remix your valuable content assets to meet the needs of today and the opportunities of tomorrow. Discover a design method that starts with content, not pixels. Master the interplay of content strategy, content design, and content management as you bring your product team closer together and encourage them to think content first. Learn how to Model your content and its underlying subject domain Design digital products that scale without getting messy Bring a cross-functional team together to create content that can be efficiently managed and effectively delivered Create a framework for tackling content overload, a multitude of devices, constantly changing design trends, and siloed content creation

An in-depth look into the extraordinary life of the world’s most important entrepreneur, Elon Musk This fascinating and easily accessible young readers’ adaptation of Ashlee Vance’s New York Times bestselling Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future features black-and-white photographs throughout and an epilogue. The version for adults has been praised as “riveting” (The Financial Times), “spirited” (The Wall Street Journal), and “masterful” (Vice). Now younger readers can read about this innovative leader who is revolutionizing three industries at once: space, automotive, and energy. There are few people in history who could match Elon Musk’s relentless drive and vision. A modern combination of famous inventors and industrialists like Thomas Edison, Henry Ford, and Steve Jobs, Elon is the man behind companies such as SpaceX, Tesla Motors, SolarCity, and PayPal that are transforming the way we live. Written with exclusive access to Elon, his family, and his friends, this book traces Elon’s journey from a kid in South Africa to a young man in the United States, his dramatic technical inventions, and his world-changing companies. Elon has sparked new levels of innovation in the world, and this book gives young readers a detailed but fast-paced look at his story. A Junior Library Guild Selection!

“An extraordinary delight for a reader of any age.” —The New York Times Book Review Brian Floca explores Apollo 11’s famed moon landing with this newly expanded edition of Moonshot! Simply told, grandly shown, and now with eight additional pages of brand-new art and more in-depth information about the historic moon landing, here is the flight of Apollo 11. Here for a new generation of readers and explorers are the steady astronauts clicking themselves into gloves and helmets, strapping themselves into sideways seats. Here are their great machines in all their detail and monumentality, the ROAR of rockets, and the silence of the Moon. Here is a story of adventure and discovery—a story of leaving and returning during the summer of 1969, and a story of home, seen whole, from far away.

From award-winning educator, innovation expert, and Global Teacher Prize finalist, Rohan Roberts, comes a provocative look at why our current education system is not fit for purpose and why we need to overhaul it. *Cosmic Citizens and Moonshot Thinking: Education in an Age of Exponential Technologies* takes a fresh approach to what we need to do differently to prepare our children for a world of exponential technologies, disruptive innovations, and ubiquitous A.I. In this groundbreaking book, Roberts outlines the purpose of education in a world of increased outsourcing and automation and explains how we can future-proof our youth to survive and thrive in a world of accelerating change. Through interactions with corporate leaders, interviews with principals, meetings with parents, and surveys of students, this book considers how the best and brightest students would overhaul their education system. The book highlights the role of neuroscience in education and explores several fascinating concepts such as radical openness, abundance mindsets, the gig economy, the technological singularity, intelligent optimism, the age of imagination, humanics, transhumanism, and the importance of Enlightenment values as we advance into the 21st Century. Underpinning this book is a constant focus on the importance of bringing a sense of awe into education and fostering a sense of cosmic wonder when contemplating human purpose and human existence. Written in a style that is discursive, contemplative, and with a sense of urgency, this book will appeal to students, parents, teachers, school principals, and to anyone who recognises that the only real and long-lasting way to create a better society is to first fix our education system. #1 New York Times Bestseller “THIS. This is the right book for right now. Yes, learning requires focus. But, unlearning and relearning requires much more—it requires choosing courage over comfort. In *Think Again*, Adam Grant weaves together research and storytelling to help us build the intellectual and emotional muscle we need to stay curious enough about the world to actually change it. I’ve never felt so hopeful about what I don’t know.” —Brené Brown, Ph.D., #1 New York Times bestselling author of *Dare to Lead* The bestselling author of *Give and Take* and *Originals* examines the critical art of rethinking: learning to question your opinions and open other people's minds, which can position you for excellence at work and wisdom in life Intelligence is usually seen as the ability to think and learn, but in a rapidly changing world, there's another set of cognitive skills that might matter more: the ability to rethink and unlearn. In our daily lives, too many of us favor the comfort of conviction over the discomfort of doubt. We listen to opinions that make us feel good, instead of ideas that make us think hard. We see disagreement as a threat to our egos, rather than an opportunity to learn. We surround ourselves with people who agree with our conclusions, when we should be gravitating toward those who challenge our thought process. The result is that our beliefs get brittle long before our bones. We think too much like preachers defending our sacred beliefs, prosecutors proving the other side wrong, and politicians campaigning for approval--and too little like scientists searching for truth. Intelligence is no cure, and it can even be a curse: being good at thinking can make us worse at rethinking. The brighter we are, the blinder to our own limitations we can become. Organizational psychologist Adam Grant is an expert on opening other people's minds--and our own. As Wharton's top-rated professor and the bestselling author of *Originals* and *Give and Take*, he makes it one of his guiding principles to argue like he's right but listen like he's wrong. With bold ideas and rigorous evidence, he investigates how we can embrace the joy of being wrong, bring nuance to charged conversations, and build schools, workplaces, and communities of lifelong learners. You'll learn how an international debate champion wins arguments, a Black musician persuades white supremacists to abandon hate, a vaccine whisperer convinces concerned parents to immunize their children, and Adam has coaxed Yankees fans to root for the Red Sox. *Think Again* reveals that we don't have to believe everything we think or internalize everything we feel. It's an invitation to let go of views that are no longer serving us well and prize mental flexibility over foolish consistency. If knowledge is power, knowing what we don't know is wisdom.

The future has arrived early. And it is challenging each of us to ask, and answer, the defining questions of our time: How will our post-pandemic society move forward? Will we ever return to the world we once knew? Are we witnessing the development of a new socio-economic system? Shaped by the dynamic approach of futures-strategist John Sanei and the profound economic thinking of Dr Iraj Abedian, *FutureNEXT* equips readers with the mindset and tools needed to forge a new way forward - a way of confidence and peace of mind. The book explores our evolving responsibilities as consumers, employees, employers, entrepreneurs and executives tasked with re-imagining our world. In so doing, it provides a path to create prosperous societies that are more harmonious, systematically fair and sustainable than anything we've known

Achieve "Massive Action" results and accomplish your business dreams! While most people operate with only three degrees of action—no action, retreat, or normal action—if you're after big goals, you don't want to settle for the ordinary. To reach the next level, you must understand the coveted 4th degree of action. This 4th degree, also known as the 10 X Rule, is that level of action that guarantees companies and individuals realize their goals and dreams. The 10 X Rule unveils the principle of "Massive Action," allowing you to blast through business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making the 10X Rule a discipline. Find out exactly where to start, what to do, and how to follow up each action you take with more action to achieve Massive Action results. Learn the "Estimation of Effort" calculation to ensure you exceed your targets Make the Fourth Degree a way of life and defy mediocrity Discover the time management myth Get the exact reasons why people fail and others succeed Know the exact formula to solve problems Extreme success is by definition outside the realm of normal action. Instead of behaving like everybody else and settling for average results, take Massive Action with The 10 X Rule, remove luck and chance from your business equation, and lock in massive success.

In this “powerful personal story woven with a rich analysis of what we all seek” (Sergey Brin, cofounder of Google), Mo Gawdat, Chief Business Officer at Google’s [X], applies his superior logic and problem solving skills to understand how the brain processes joy and sadness—and then he solves for happy. In 2001 Mo Gawdat realized that despite his

incredible success, he was desperately unhappy. A lifelong learner, he attacked the problem as an engineer would: examining all the provable facts and scrupulously applying logic. Eventually, his countless hours of research and science proved successful, and he discovered the equation for permanent happiness. Thirteen years later, Mo's algorithm would be put to the ultimate test. After the sudden death of his son, Ali, Mo and his family turned to his equation—and it saved them from despair. In dealing with the horrible loss, Mo found his mission: he would pull off the type of “moonshot” goal that he and his colleagues were always aiming for—he would share his equation with the world and help as many people as possible become happier. In *Solve for Happy* Mo questions some of the most fundamental aspects of our existence, shares the underlying reasons for suffering, and plots out a step-by-step process for achieving lifelong happiness and enduring contentment. He shows us how to view life through a clear lens, teaching us how to dispel the illusions that cloud our thinking; overcome the brain's blind spots; and embrace five ultimate truths. No matter what obstacles we face, what burdens we bear, what trials we've experienced, we can all be content with our present situation and optimistic about the future.

Named one of the best books of 2013 by the 'Financial Times', 'Huffington Post' and 'Forbes', this debate-shifting book debunks the myth of the State as a static bureaucratic organization only needed to 'fix' market failures, leaving dynamic entrepreneurship and innovation to the private sector. Case studies ranging from the innovations that make the iPhone so 'smart' to the current developments in clean technology reveal the reality, whereby the private sector only invests after the entrepreneurial State has made the bold, high-risk investments.

“She offers something both broad and scarce: a compelling new story about how to create a desirable future.”—New York Times An award-winning author and leading international economist delivers a hard-hitting and much needed critique of modern capitalism in which she argues that, to solve the massive crises facing us, we must be innovative—we must use collaborative, mission-oriented thinking while also bringing a stakeholder view of public private partnerships which means not only taking risks together but also sharing the rewards. Capitalism is in crisis. The rich have gotten richer—the 1 percent, those with more than \$1 million, own 44 percent of the world's wealth—while climate change is transforming—and in some cases wiping out—life on the planet. We are plagued by crises threatening our lives, and this situation is unsustainable. But how do we fix these problems decades in the making? *Mission Economy* looks at the grand challenges facing us in a radically new way. Global warming, pollution, dementia, obesity, gun violence, mobility—these environmental, health, and social dilemmas are huge, complex, and have no simple solutions. Mariana Mazzucato argues we need to think bigger and mobilize our resources in a way that is as bold as inspirational as the moon landing—this time to the most ‘wicked’ social problems of our time.. We can only begin to find answers if we fundamentally restructure capitalism to make it inclusive, sustainable, and driven by innovation that tackles concrete problems from the digital divide, to health pandemics, to our polluted cities. That means changing government tools and culture, creating new markers of corporate governance, and ensuring that corporations, society, and the government coalesce to share a common goal. We did it to go to the moon. We can do it again to fix our problems and improve the lives of every one of us. We simply can no longer afford not to.

*Bold* is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

In *What's Your Moonshot?* trend and innovation strategist John Sanei explains how to ask the bigger, bolder, more courageous questions that will help you thrive--rather than merely survive--in our exponentially changing times. With a future-focused victor mindset, Sanei decodes the mega-trends that are reshaping human behavior, the way we do business, and the way we live our lives. He then explains how to innovate your business with the ultimate aim of becoming the new type of billionaire: someone who positively affects billions of people. As the foundations of modern economies--transportation, communication and energy--start becoming free or virtually free, massive transformative ideas can now be driven by individual ambition and determination. No longer the sole domain of nations and global organizations, these pioneering, game-changing missions, or Moonshots, are defined by thinking big to drive change and shape the future.

*The Future of Business* explores how the commercial world is being transformed by the complex interplay between social, economic and political shifts, disruptive ideas, bold strategies and breakthroughs in science and technology. Over 60 contributors from 21 countries explore how the business landscape will be reshaped by factors as diverse as the modification of the human brain and body, 3D printing, alternative energy sources, the reinvention of government, new business models, artificial intelligence, blockchain technology, and the potential emergence of the Star Trek economy.

*Moonshots in Education* explores digital and online learning in the classroom and what it takes to make a "moonshot." It gives several models and examples of schools that are already implementing digital learning and what the success rate has been. It also provides philosophical discussion a variety of educational philosophies and how each one empowers students and teachers. The book also provides tools to support teachers in most subject areas. The forward by James Franco explores how this type of blended real world learning has made a significant positive impact in his life.

A powerful new blueprint for how governments and nonprofits can harness the power of digital technology to help solve the most serious problems of the twenty-first century As the speed and complexity of the world increases, governments and nonprofit organizations need new ways to effectively tackle the critical challenges of our time—from pandemics and global warming to social media warfare. In *Power to the Public*, Tara Dawson McGuinness and Hana Schank describe a revolutionary new approach—public interest technology—that has the potential to transform the way governments and nonprofits around the world solve problems. Through inspiring stories about successful projects ranging from a texting service for teenagers in crisis to a streamlined foster care system, the authors show how public interest technology can make the delivery of services to the public more effective and efficient. At its heart, public interest technology means putting users at the center of the policymaking process, using data and metrics in a smart way, and running small experiments and pilot programs before scaling up. And

while this approach may well involve the innovative use of digital technology, technology alone is no panacea—and some of the best solutions may even be decidedly low-tech. Clear-eyed yet profoundly optimistic, *Power to the Public* presents a powerful blueprint for how government and nonprofits can help solve society's most serious problems.

\* Instant WSJ bestseller \* Translated into 18 languages \* #1 Most Recommended Book of the year (Bloomberg annual survey of CEOs and entrepreneurs) \* An Amazon, Bloomberg, Financial Times, Forbes, Inc., Newsweek, Strategy + Business, Tech Crunch, Washington Post Best Business Book of the year \* Recommended by Bill Gates, Daniel Kahneman, Malcolm Gladwell, Dan Pink, Adam Grant, Susan Cain, Sid Mukherjee, Tim Ferriss Why do good teams kill great ideas? *Loonshots* reveals a surprising new way of thinking about the mysteries of group behavior that challenges everything we thought we knew about nurturing radical breakthroughs. Bahcall, a physicist and entrepreneur, shows why teams, companies, or any group with a mission will suddenly change from embracing new ideas to rejecting them, just as flowing water will suddenly change into brittle ice. Mountains of print have been written about culture. *Loonshots* identifies the small shifts in structure that control this transition, the same way that temperature controls the change from water to ice. Using examples that range from the spread of fires in forests to the hunt for terrorists online, and stories of thieves and geniuses and kings, Bahcall shows how a new kind of science can help us become the initiators, rather than the victims, of innovative surprise. Over the past decade, researchers have been applying the tools and techniques of this new science—the science of phase transitions—to understand how birds flock, fish swim, brains work, people vote, diseases erupt, and ecosystems collapse. *Loonshots* is the first to apply this science to the spread of breakthrough ideas. Bahcall distills these insights into practical lessons creatives, entrepreneurs, and visionaries can use to change our world. Along the way, readers will learn how chickens saved millions of lives, what James Bond and Lipitor have in common, what the movie *Imitation Game* got wrong about WWII, and what really killed Pan Am, Polaroid, and the Qing Dynasty. “If *The Da Vinci Code* and *Freakonomics* had a child together, it would be called *Loonshots*.” —Senator Bob Kerrey

Instant New York Times Bestseller As the fiftieth anniversary of the first lunar landing approaches, the award winning historian and perennial New York Times bestselling author takes a fresh look at the space program, President John F. Kennedy's inspiring challenge, and America's race to the moon. “We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win.”—President John F. Kennedy On May 25, 1961, JFK made an astonishing announcement: his goal of putting a man on the moon by the end of the decade. In this engrossing, fast-paced epic, Douglas Brinkley returns to the 1960s to recreate one of the most exciting and ambitious achievements in the history of humankind. *American Moonshot* brings together the extraordinary political, cultural, and scientific factors that fueled the birth and development of NASA and the Mercury, Gemini and Apollo projects, which shot the United States to victory in the space race against the Soviet Union at the height of the Cold War. Drawing on new primary source material and major interviews with many of the surviving figures who were key to America's success, Brinkley brings this fascinating history to life as never before. *American Moonshot* is a portrait of the brilliant men and women who made this giant leap possible, the technology that enabled us to propel men beyond earth's orbit to the moon and return them safely, and the geopolitical tensions that spurred Kennedy to commit himself fully to this audacious dream. Brinkley's ensemble cast of New Frontier characters include rocketeer Wernher von Braun, astronaut John Glenn and space booster Lyndon Johnson. A vivid and enthralling chronicle of one of the most thrilling, hopeful, and turbulent eras in the nation's history, *American Moonshot* is an homage to scientific ingenuity, human curiosity, and the boundless American spirit.

A provocative and inspiring look at the future of humanity and science from world-renowned scientist and bestselling author Martin Rees Humanity has reached a critical moment. Our world is unsettled and rapidly changing, and we face existential risks over the next century. Various outcomes—good and bad—are possible. Yet our approach to the future is characterized by short-term thinking, polarizing debates, alarmist rhetoric, and pessimism. In this short, exhilarating book, renowned scientist and bestselling author Martin Rees argues that humanity's prospects depend on our taking a very different approach to planning for tomorrow. The future of humanity is bound to the future of science and hinges on how successfully we harness technological advances to address our challenges. If we are to use science to solve our problems while avoiding its dystopian risks, we must think rationally, globally, collectively, and optimistically about the long term. Advances in biotechnology, cyberotechnology, robotics, and artificial intelligence—if pursued and applied wisely—could empower us to boost the developing and developed world and overcome the threats humanity faces on Earth, from climate change to nuclear war. At the same time, further advances in space science will allow humans to explore the solar system and beyond with robots and AI. But there is no “Plan B” for Earth—no viable alternative within reach if we do not care for our home planet. Rich with fascinating insights into cutting-edge science and technology, this accessible book will captivate anyone who wants to understand the critical issues that will define the future of humanity on Earth and beyond.

"A book on why most things are more expensive or lower quality, and why we're all still working long hours for the same or lower wages. Does it ever seem like most things you buy are more expensive or not as good as they once were, or both? Does it ever seem odd that, despite having access to much better communication and cheaper transportation, we're all working just as many hours and for the same wages as workers decades ago? Well, we now know you're not wrong to wonder about these things. In recent years, economists have been documenting how most of the gains from technology and globalization have been going to an increasingly concentrated number of huge businesses, at the expense of consumers and workers. Prices are higher and wages are lower. The reason is market power. One of the first to authoritatively document the rise of market power was Jan Eeckhout. In this book, he will explain for a general audience how large firms have faced increasingly little competition, allowing them to charge higher prices than they otherwise could. And how we, as consumers, pay more for many goods and services—"everything from a bottle of beer to a flight to Houston to our grandmother's prosthetic hip." As a result, business profits have soared since 1980, and just a few "mega firms" dominate the marketplace. Eeckhout shows how the rise in market power has had radically negative effects on work and the lives of workers—trends that, if not reversed, may cause historical corrections in the form of wars and market collapse. Drawing on a wealth of research and the stories of working people, *The Profit Paradox* will explain in clear language the rise of market power, how it could change the world further if left unaddressed, and how we can tackle the problem"--

One of the Washington Post's 20 Books to Read This Summer A riveting history of the epic orbital flight that put America back into the space race. If the United States couldn't catch up to the Soviets in space, how could it compete with them on Earth? That was the question facing John F. Kennedy at the height of the Cold War—a perilous time when the Soviet Union built the wall in Berlin, tested nuclear bombs more destructive than any in history, and beat the United States to every major milestone in space. The race to the heavens seemed a race for survival—and America was losing. On February 20, 1962, when John Glenn blasted into orbit aboard *Friendship 7*, his mission was not only to circle the planet; it was to calm the fears of the free world and renew America's sense of self-belief. *Mercury Rising*

re-creates the tension and excitement of a flight that shifted the momentum of the space race and put the United States on the path to the moon. Drawing on new archival sources, personal interviews, and previously unpublished notes by Glenn himself, *Mercury Rising* reveals how the astronaut's heroics lifted the nation's hopes in what Kennedy called the "hour of maximum danger."

NEW YORK TIMES BESTSELLER "A masterful book." —Marc Levinson, *The Washington Post* "A juicy tour of the company Bezos built."—*The New York Times Book Review* From the bestselling author of *The Everything Store*, an unvarnished picture of Amazon's unprecedented growth and its billionaire founder, Jeff Bezos, revealing the most important business story of our time. Almost ten years ago, Bloomberg journalist Brad Stone captured the rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to well over a trillion dollars. Jeff Bezos's empire, once housed in a garage, now spans the globe. Between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of *The Washington Post*, it's impossible to go a day without encountering its impact. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In *Amazon Unbound*, Brad Stone presents a deeply reported, vividly drawn portrait of how a retail upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions; who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and revelatory, Stone has provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

\* One of Inc.com's "6 Books You Need to Read in 2020 (According to Bill Gates, Satya Nadella, and Adam Grant)"\* Adam Grant's # 1 pick of his top 20 books of 2020\* One of 6 Groundbreaking Books of Spring 2020 (according to Malcolm Gladwell, Susan Cain, Dan Pink, and Adam Grant). A former rocket scientist reveals the habits, ideas, and strategies that will empower you to turn the seemingly impossible into the possible. Rocket science is often celebrated as the ultimate triumph of technology. But it's not. Rather, it's the apex of a certain thought process -- a way to imagine the unimaginable and solve the unsolvable. It's the same thought process that enabled Neil Armstrong to take his giant leap for mankind, that allows spacecraft to travel millions of miles through outer space and land on a precise spot, and that brings us closer to colonizing other planets. Fortunately, you don't have to be a rocket scientist to think like one. In this accessible and practical book, Ozan Varol reveals nine simple strategies from rocket science that you can use to make your own giant leaps in work and life -- whether it's landing your dream job, accelerating your business, learning a new skill, or creating the next breakthrough product. Today, thinking like a rocket scientist is a necessity. We all encounter complex and unfamiliar problems in our lives. Those who can tackle these problems -- without clear guidelines and with the clock ticking -- enjoy an extraordinary advantage. *Think Like a Rocket Scientist* will inspire you to take your own moonshot and enable you to achieve liftoff.

The author of *The Watchman's Rattle* "has done it again. *On the Verge* shows how predictive technologies and science are redefining modern leadership" (George Mitchell, former Senate Majority Leader). "There can be no greater advantage than certainty of the future. Not in nature. Not in business. Not in governance." So begins Rebecca Costa's much-awaited exploration of foresight: "the crowning achievement of human ambition." According to Costa, advances in Big Data, predictive analytics, genomics, artificial intelligence, and other breakthroughs have made it possible to pinpoint future results with mind-blowing accuracy—cracking the door to what Costa calls predaptation: the ability to adapt before the fact. Never before has the information needed to avert danger, get the jump ahead of others, or prepare for the inevitable been so clearly within grasp. Through fascinating real-life examples, Costa reveals how technology has brought nations, businesses, and individuals to the edge of clairvoyance. Yet, our ability to act on foreknowledge often falls short—causing leaders to squander the advantage of preemption. To counteract this failure, Costa illuminates 12 principles of adaptation, and predaptation, used to succeed in fast-moving environments. In the spirit of the best in popular science, *On the Verge* is a landmark examination of big-picture forces affecting society today. Costa's unique sociobiological perspective, combined with her ability to blend humor, breaking science, and insightful personal stories, distinguishes her as one of the most important thought leaders of our time. "If you have an insatiable curiosity about the impact of innovation on our world ahead and how the future can be manipulated, you will love this book."—John Sculley, former CEO of Apple and President of Pepsi-Cola

What's the best way to transform teams, elevate leaders and catapult careers? *Launch a Moonshot* — a game-changing project that disrupts business as usual. Drawing on the seminal 1961 Moonshot story of President Kennedy as well as real-life stories from the authors' work, *The Moonshot Effect* steps you through the elements of a successful moonshot, from assembling a high performance team, selling your vision and executing the plan. *The Moonshot Effect* is a must-read for leaders and includes 24 critical practices that are not only essential to leading and managing a successful moonshot, but can benefit executives and entrepreneurs on a daily basis. With Lisa and Kate as your guides, you'll be ready to launch your own moonshot. Kate Purmal and Lisa Goldman were members of extraordinary moonshot teams early in their careers and have since inspired, led or guided countless moonshot projects. Today, they speak and write about the power of moonshots and challenge CEOs, leaders and their teams to launch projects that will transform their businesses and careers.

The priorities and processes of education must change if we are going to prepare students for their future. In *More Now*, EdTechTeam Founder Mark Wagner, explores the six essential elements of effective school change: courageous leaders, empowered teachers, student agency, inspiring spaces, robust infrastructure, and engaged communities.

It's a serendipitous time in history. The world is transitioning into the next industrial revolution - the Clean Revolution - which will transition the global economy away from fossil fuels and towards cleantech. The energy and transportation sectors account for a combined \$4 trillion economic opportunity, which will only grow as the population and the middle class grow around the globe over the coming decades. Transitioning to a global clean economy will lead to the greatest economic opportunity for the most innovative countries. Over the past three decades, China has made significant investments in cleantech through supportive industrial policies, making Chinese companies the top manufacturers for solar, wind, and electric vehicles. China is also entering the driver seat for climate leadership, as the US plans to withdraw from the Paris Climate Agreement. We have a new space race against China, and it's time to launch a moonshot-scale initiative to regain our innovative leadership. America's national leaders need to put policies in place to ensure America is part of this \$4 trillion opportunity by putting forward bold policies to support American scientists, investors, businesses, and jobs through innovation, tax reform, regulatory reform, and state grants. The door is closing to catch up to China and to address carbon emissions. It's time to mobilize as a nation and launch an EcoShot!

Today disruption is a part of our daily business vocabulary. We're all aware of it, and yet many of us still struggle to cope with fast-paced change. How do we take control of our future? What can we do to stop chasing and start attracting--Magnitiizing--the life we want? In his bestselling *What's Your Moonshot?*, global speaker and trend specialist John Sanei explained how the world is changing exponentially. In his follow-up, *Magnitiize*, he challenges business leaders, employees, and individuals to become future-ready, asking a selection of thought-provoking questions along the way. Is your organisation profit-led or purpose-led? Are you building a fast-paced, flash-in-the-quarterly-profit-balance-sheet-pan or an elegant legacy? Are you a bystander of disruption or a creator of the future? Are you running away from the darkness or towards the light? How can you find your purpose and build a life in which you attract to you the future of your own making? In answering these and other questions, John explains how to inspire the best people to work with you; how to build an army of super fans(not just clients and consumers); how to build a culture that creates disruption itself (rather than being disrupted); and, ultimately, how to rethink the world we live in. It's time to reevaluate the concept and measures of success. It's time to stop chasing life, and to "magnetize" the life you want.

Secrets of the Entrepreneurial Mindset Revealed Learn how curiosity, imagination, and exponential innovation are creating life without limits Naveen Jain is leading disruptions today that will reshape the world--and beyond. From redefining civilian space exploration to creating a path to free energy to disrupting healthcare and education, Jain is at the forefront of the exponential technology developments that will forever change how we live and work. In Moonshots Jain reveals the secrets of the "super entrepreneur" mindset--the catalyst for creating an exciting and abundant future. He then walks readers through the application of these powerful concepts in three moonshot initiatives that he is leading today, one of which is Moon Express, a private lunar venture that promises to open up the moon's vast resources for the betterment of humanity. In Jain's world, the term "moonshot" is meant both literally and figuratively! Journey with Jain through these illuminating pages and awaken your own moonshot potential. It's a discovery that will change your life--and quite possibly the world. The book cover includes interactive augmented reality features.

"Coyle spent three years researching the question of what makes a successful group tick, visiting some of the world's most productive groups--including Pixar, Navy SEALs, Zappos, IDEO, and the San Antonio Spurs. Coyle discovered that high-performing groups ... generate three key messages that enable them to excel: 1. Safety (we are connected), 2. Shared risk (we are vulnerable together), 3. Purpose (we are part of the same story)"--

A different way of discovering and developing the best business ideas Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places. Shows how to expand your capacity to find and develop winning business ideas Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative" Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

Think. Invent. Organize. Share. Don't be evil. And change the world. Larry Page and Sergey Brin started out as two Stanford college students with a wild idea: They were going to organize the world's information. From that one deceptively simple goal, they created one of the most influential and innovative companies in the world. The word "google" has even entered our vocabulary as a verb. Now, find out the true history of Google—from its humble beginnings as a thesis project made out of "borrowed" hardware and discount toys through its revolution of the world's relationship with technology to a brief glimpse of where they might take us next. In Google It, award-winning investigative reporter Anna Crowley Redding shares an inspiring story of innovation, personal and intellectual bravery, and most importantly, of shooting for the moon in order to change the world.

As science fiction writer William Gibson said, "The future is already here, it's just irregularly distributed." Through a series of techniques, methodologies and certain processes that the futurometer will help you develop, you will be able to scan today's reality and detect the signs of change that indicate where future events could develop.

A challenge to prevailing ideas about innovation and a guide to identifying the best growth strategy for your community. Across the world, cities and regions have wasted trillions of dollars on blindly copying the Silicon Valley model of growth creation. Since the early years of the information age, we've been told that economic growth derives from harnessing technological innovation. To do this, places must create good education systems, partner with local research universities, and attract innovative hi-tech firms. We have lived with this system for decades, and the result is clear: a small number of regions and cities at the top of the high-tech industry but many more fighting a losing battle to retain economic dynamism. But are there other models that don't rely on a flourishing high-tech industry? In Innovation in Real Places, Dan Breznitz argues that there are. The purveyors of the dominant ideas on innovation have a feeble understanding of the big picture on global production and innovation. They conflate innovation with invention and suffer from techno-fetishism. In their devotion to start-ups, they refuse to admit that the real obstacle to growth for most cities is the overwhelming power of the real hubs, which siphon up vast amounts of talent and money. Communities waste time, money, and energy pursuing this road to nowhere. Breznitz proposes that communities instead focus on where they fit in the four stages in the global production process. Some are at the highest end, and that is where the Clevelands, Sheffields, and Baltimores are being pushed toward. But that is bad advice. Success lies in understanding the changed structure of the global system of production and then using those insights to enable communities to recognize their own advantages, which in turn allows to them to foster surprising forms of specialized innovation. As he stresses, all localities have certain advantages relative to at least one stage of the global production process, and the trick is in recognizing it. Leaders might think the answer lies in high-tech or high-end manufacturing, but more often than not, they're wrong. Innovation in Real Places is an essential corrective to a mythology of innovation and growth that too many places have bought into in recent years. Best of all, it has the potential to prod local leaders into pursuing realistic and regionally appropriate models for growth and innovation.

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