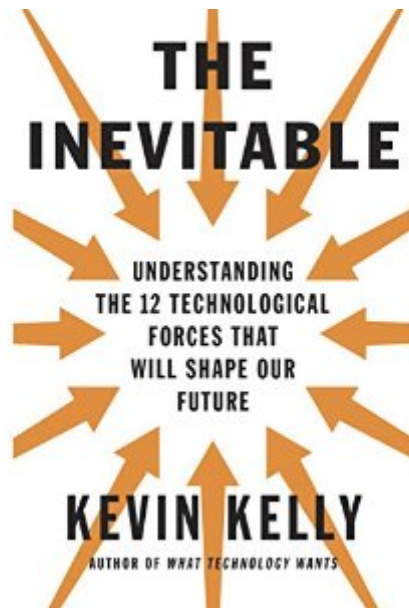


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# The Inevitable: Understanding The 12 Technological Forces That Will Shape Our Future



## 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

THE INEVITABLE is not a simple book to read. The author is obviously a "Big Picture" thinker, rather than a detailed, programming type of analyst. The theme of THE INEVITABLE is not so much

the mechanism of how technology works, but rather, how it has been (and will) impact society. The subject matter in this book is profound, and can't easily be grasped with just a quick "once over" read. (At least, I certainly could not grasp it that quickly.) In fact, each of the 12 Chapters could actually have been an entire book all alone. This book can be a tough slog, but I hit upon a useful tactic, below. **\*\*SUGGESTION FOR READING\*\*** Read the first page from each of the 12 main chapters. You will get a feel for what Mr. Kelly is suggesting in that chapter. This will give you an outline of where the author is headed, and make reading the full book a lot easier. "Here's one meaty idea: The author quotes an economist at New York University, who suggests that creativity is now more a matter of "remixing" rather than creating truly new things. "Modern technologies are combinations of earlier primitive technologies that have been rearranged and remixed." Plus, we're doing it with less material: "The trend in the past 30 years has been to make better stuff using fewer materials." The ideas are also a little bit scary. Mr. Kelly suggests that future generations will look back at ours as the first race that "linked themselves together into one very large thing." Well, I'm pretty sure I don't like the sound of that. I don't like the idea of being linked with everybody into a big "thing." Another scary chapter is the one on "Tracking." I thought at first the author would emphasize loss of privacy--but he's really pointing at something else. There is a huge industry in the simple act of just creating sensors. "We are on our way to manufacturing 54 billion sensors every year by 2020." So all in all, I thought THE INEVITABLE was a profound read--but also a tough read. Honestly, the ideas are so big, that I will need to mull over them quite a while. But I still don't like that idea about everybody being connected to a "Big Thing." Advance Review Copy courtesy of NetGalley

"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.

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