

The Extreme Future: The Top Trends That Will Reshape the World in the Next 20 Years

James Canton

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The world has changed in every way.

It continues to change at a more

rapid pace in all aspects of our culture:

Business, Technology, Medicine, Security,

Terrorism, Population, Environment.

DO YOU KNOW WHAT IS COMING NEXT?



The Top Trends That Will Reshape the World
for the Next 5, 10, and 20 Years

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Extreme Future: The Top Trends That Will Reshape the World in the Next 20 Years:

0 of 0 people found the following review helpful. Four Stars
By Sarah Filbin
I usually enjoy fiction but this was an interesting read.
7 of 7 people found the following review helpful. A questionable futurist manifesto
By E. J.
First a few sample forecasts from the book.- Today in 2012 one forecast seems difficult to believe but I sure would love to: "There will be more jobs than people to fill them by 2015 in the U.S., Europe, and Japan."- "By 2012, most people will want to use the science of genetics to predict when they become sick..." is not exactly there although a number of companies are offering limited genetic testing.- "Energy terrorism will become a future weapon..." seems implausible given the strong incentive to come up with alternative energies. Certainly some sources are more expensive than

others, but terrorism seems too strong a word in this context. The author further talks about the "myth of abundance". Of course, that was before the Bakken shale, before fracking, and probably before hybrid cars became commonplace.- hydrogen car. Maybe in the distant future but the author seems to have missed the hybrid, battery operated car.- nanotechnology. This area is certainly growing and has great potential in many applications.- space tourism. Another growing and not-so-far-fetched area.- all merchants, banks, and consumers will be connected. Definitely on the mark with this one.- "Within 10 years [by 2016?], humans routinely living beyond one hundred will be an accepted reality." Unless a major breakthrough is achieved, that seems far fetched today in 2012.- Robo-surgery. While not commonplace, this is becoming more available in various forms.- The author presents a lot of global warming hype with little evidence in 2012. The author mentioned longevity and for a supporting point stated that Socrates died before 35. It appears that Socrates actually died at the age of 70. Predicting the future is difficult business. The value of this book is probably in spurring creative and what-if sort of thinking in the reader more than providing practical advice. I certainly would not advise investing in particular stocks based on these forecasts because by my count at least half of them are off. 60 of 65 people found the following review helpful. Highly speculative By Jaewoo Kim The author makes many speculative and outlandish predictions of the future. His sheer number of intuitive predictions will allow him to be right on many matters, but very off on some. What is lacking are analysis and technical details of why the future will be the way the author claims. For example, he claims lack of energy supply and technological progress will bring forth an age of hydrogen powered cars and fusion nuclear reactors. Yet, he provides no technical reasons why these two technologies will dominate the energy industry. Just how will we manage to produce hydrogen in large concentration and quantities which will be cost effective when it takes MORE energy to produce concentrated hydrogen today than the energy value of the hydrogen themselves? Also, since when was controlled nuclear fusion reactors even possible? An explanation of how we will overcome the technical hurdles is missing throughout this book. Some of the claims are downright outlandish. For example, the author claims we will have teleporter which will transfer objects throughout the globe. Again, the missing piece is of any scientific backing or explanation. Some of the predictions are based on facts, and therefore, have strong predictive value. For example, the author claims that we will have a skilled worker shortage well into 2025 and beyond. This is based on a solid demographic data which indicates that we will have a shrinking workforce of suitable age in America. Finally, the author is a PhD, but he never says on what subject. He also seems to compare himself to Da Vinci..... He claims many of his previous predictions were right on target. But I imagine many of his predictions were dead off target as well. The sheer number of predictions in this book will allow the author to claim that he is a futurist because many of his predictions will probably come true. Just don't expect him to backup his claims with solid science, facts, or analysis.

Dr. James Canton, a renowned futurist, CEO of the Institute for Global Futures, and Fortune 1000 advisor, charts a course to steer you through the volatile changes that lie 5, 10, and 20 years ahead. The Extreme Future is this generation's Future Shock, Alvin Toffler's classic book on what's next and how to prepare for tomorrow. Get ready for fast, radical and complex change. Get ready for the Extreme Future. Our world is constantly buffeted by new and dramatic changes that we can't fully grasp. No one is fully prepared for the challenges, crises and risks that lie ahead. The Extreme Future is a blueprint for what's next and how to navigate these changes. An advisor to three White Houses spanning more than 30 years, Dr. Canton challenges us that with the right information about future trends it is possible to identify probable outcomes. It is possible, with the right information to navigate the Extreme Future. The book covers the following major trends: How climate change and energy trends will reshape the planet How shifting population trends will transform the workforce How radical innovation trends will competitively drive business How astounding medicine trends will enhance people's life How dangerous terrorism trends will threaten the individual. How the rise of China will bring on a new global power struggle The answers to these questions are not only available, but contained within these pages. The Extreme Future is the forecasting handbook for the twenty-first century.

From Publishers Weekly Canton's background in future-planning consultancy began when he studied under Alvin Toffler in the 1970s—and it shows in this big-picture take on the world of tomorrow. Taken individually, none of the trends Canton believes will shape the upcoming decades are surprising: major crises brought on by energy shortages and climate change; economic transformation wrought by globalization; and the "war on terror" has barely started. But he recognizes that the future is created by a "convergence" in which these developments interact. Canton's imagination runs in a dozen directions at once, peppering the margins of his vision with media headlines and short vignettes from a science-fictional future. Some of these are more believable than others—hydrogen-based energy systems by 2040, sure, but drugs that will keep us from even thinking antigovernment thoughts? Canton's goal, however, isn't predicting, it's convincing Americans to take a more active role in envisioning and safeguarding the 21st century before somebody else does. His lively scenarios are designed to spark debates, and they surely will. (Sept.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Canton, global futurist and business advisor, offers a forecasting road map for the twenty-first century that includes 10 top

trends of the extreme future. These trends are the critical role of energy; information technology and networks; biotechnology; the manipulation of matter at the atomic scale (producing new drugs, fuels, materials, and machines); and the use of devices, drugs, and materials to heal and enhance mental performance. Other trends are the emerging workforce, which will be more multicultural, female, and Hispanic; longer and healthier lives; the critical importance of science; major threats, including hackers, terrorists, and mind control; and the new realities of global trade and competition. Finally, he cites preparation for increased global warming, the struggle for human rights and individual freedom, and the consequences of future interaction between America and China. Canton is optimistic about the future and believes Americans in general are, too. He observes, "They inspire change and innovation, creating a vision that suggests what is coming next will be good." Important and fascinating perspective! Mary Whaley Copyright copy; American Library Association. All rights reserved Cantonsquo;s intelligence, wit, and passion readily found in the numerous talks he gives worldwide comes through in his prose. -- Barbara A. Propes, President, World Affairs Councils of America Dr. Canton's account of the future of healthcare is chilling ... because his predictions are fast becoming fact. -- Terry Fassburg, Vice President of Brand Communications, Philips Electronics If you care about the future and who can afford not to?mdash;this book is for you. -- Patricia Aburdene, author of Megatrends 2010: The Rise of Conscious Capitalism and co-author of Megatrends 2000 If you want to prepare for the Extreme Future, read this book. -- Rudy Burger, CEO Chairman, US Development Partners This book is your essential guidebook to the future. -- Toby Redshaw, Corporate Vice President, I.D.E.A.S., Motorola