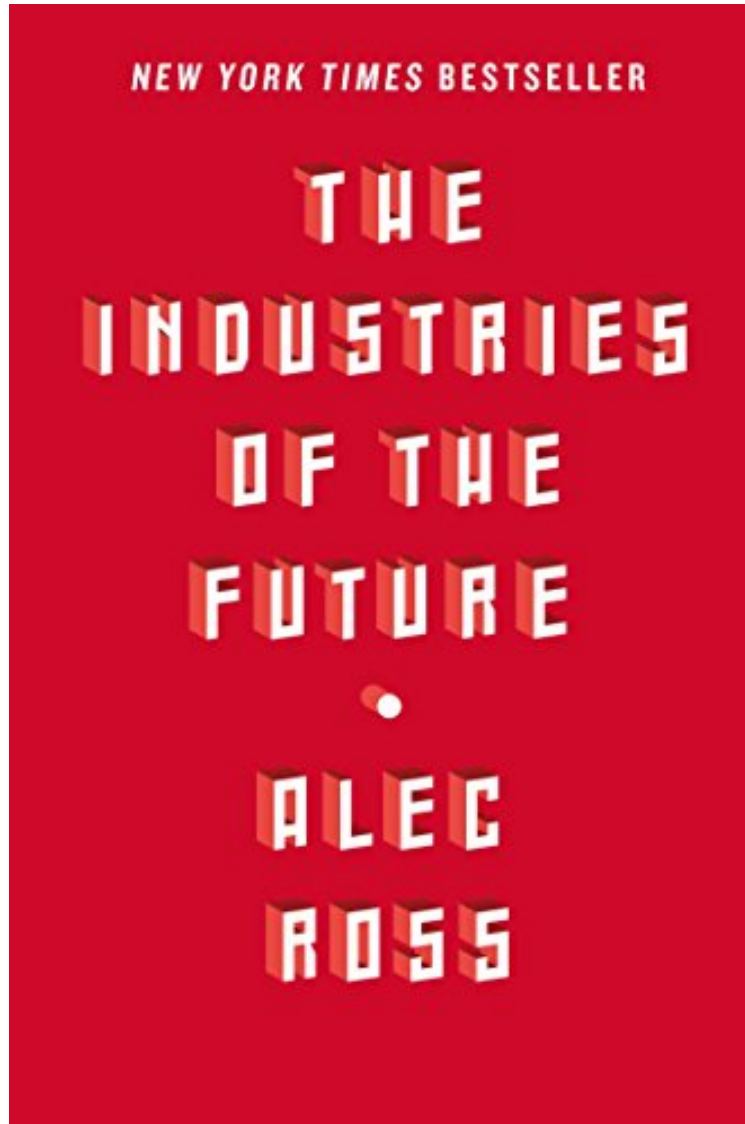


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The Industries of the Future

Alec Ross

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Alec Ross : The Industries of the Future before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Industries of the Future:

113 of 116 people found the following review helpful. Informative and AccessibleBy Book SharkThe Industries of the Future by Alec Ross is an informative and accessible book about the next economy and how this next wave of innovation will affect our societies. Leading expert on innovation and former Senior Advisor for Innovation to Secretary of State Hillary Clinton, Alec Ross, explores the industries that will drive the next 20 years of change. This 320-page insightful book includes the following six chapters: 1. Here Come the Robots, 2. The Future of the Human Machine, 3. The Codification of Money, Markets, and Trust, 4. The

Weaponization of Code, 5. Data: The Raw Material of the Information Age, and 6. The Geography of Future Markets.

Positives:

1. A well-researched, well-written book.
2. An interesting topic in the hands of a gifted author: the industries of the future that will transform our societies in the next 20 years.
3. A good format. The book includes six chapters each covering topics of interest such as: robotics, advanced life sciences, the code-ification of money, cybersecurity, and big data.
4. Factoids abound throughout this book. "About 70 percent of total robot sales take place in Japan, China, the United States, South Korea, and Germany"; known as the "big five" in robotics. "With 78 organs, 206 bones, and 640 muscles, not to mention up to 25,000 genes, our bodies are complicated machines";
5. A fascinating look at robots and where there are more likely to emerge.
6. Concepts worth discussing, singularity. "Within the robotics community, the future of technology is wrapped up in the concept of singularity, the theoretical point in time when artificial intelligence will match or surpass human intelligence";
7. Cool technology for the near future. "There is ample reason to think that robo-drivers will be safer than we are now. Accidents are caused by the four Ds: distraction, drowsiness, drunkenness, and driver error";
8. The future of genomics. "Genomics is going to have a bigger impact on our health than any single innovation";
9. The dark side of genomics, designer babies.
10. Insightful information on coded money. "He views Square as a product that can help these struggling areas incubate new businesses. The part I think Square plays is making commerce easy," Jack says. "Not payments but commerce, so that anyone can make a start and then easily run and then easily grow." "It's a commerce company for the little guy";
11. The impact of mobile phones. "In 2002, only 3 percent of Africans used mobile phones. Today that number is over 80 percent and growing at a faster rate than any other region of the world";
12. Cyberattacks, the Wild West. "There are three main types of cyberattacks today: attacks on a network's confidentiality, availability, and integrity";
13. The impact of digitization. "The digitization of nearly everything is poised to be one of the most consequential economic developments of the next ten years";
14. The future careers with the most demand, cybersecurity. Find out why.
15. The role of big data for the future. "Even more impressive, though, is the role that big data might be able to serve in significantly reducing hunger, probably the longest-running challenge for humanity";
16. In the final chapter, Ross talks about what it will take to compete and succeed in the industries of the future.
17. Cities as innovation hubs. "An important aspect of what makes major cities thrive is infrastructure, along with the analytics programs that allow people to use that infrastructure more efficiently";
18. The clash between open and closed societies. "The principal political binary of the last half of the 20th century was communism versus capitalism. In the 21st century, it is open versus closed";
19. The empowerment of women. "In 2013, China led the world in the percentage of women in senior management positions"; 51 percent. "Half of the world's wealthiest female billionaires live in China";
20. A solid conclusion section that brings it all together.

Negatives:

1. Notes not linked or referenced.
2. No formal bibliography.
3. A minor technical error, genomics will have the biggest impact in the 21st century not the 20th.
4. Lack of charts and diagrams to complement the solid narrative.
5. There is nothing really new or earthshattering in this book.
6. It's intended for the masses so it will come at the price of technical depth.

In summary, it's always fun to take a peek into the future. Ross does a good job of covering the most noteworthy technologies of the future and explaining the implications to our society. The book would have been better served by complementing the narrative with diagrams and charts. Lacks technical depth but for the layperson this is a worthwhile book to read, I recommend it.

Further recommendations:

- "The Fourth Industrial Revolution" by Klaus Schwab
- "The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies" by Erik Brynjolfsson and Andrew McAfee
- "Race Against the Machine" by the same authors
- "Rise of the Robots" by Martin Ford
- "Our Final Invention" by James Barrat
- "Tomorrowland" by Steven Kotler
- "Singularity Is Near" by Ray Kurzweil
- "The Price of Inequality" by Joseph Stiglitz
- "Why Nations Fail" by Daron Acemoglu
- "Saving Capitalism" by Robert B. Reich

3 of 3 people found the following review helpful. Very well done, including references to world wide experiences ...

By jmb codewriter

Very well done, including references to world wide experiences to which most of us in the reading audience will not be exposed. The business of "working for a living" is constantly changing. The issue with which "change" is happening is the "increasing speed of change." We all need to "hold on tight," this ride will be bumpy for blacksmiths, cowboys, 10 cent stores and telegraph operators. Unfortunately, the persons who most need to read this material, probably will not.

1 of 1 people found the following review helpful. Anybody who cares about the future should read this book!

By Kevin K

kamisendu

This book really spoke to me, not only because Mr. Ross wrote about my country several times in the book but also because it opened my eyes to things I didn't think that much about before. After finishing "The Industries of the Future" I now have a better idea of where I'll be focusing my efforts in the future as I still have several years before finishing college and I intend on studying more on what I learned in this book in the meantime. Overall this is a very

informative book with recommendation at the end that I will definitely apply to my life.

The New York Times bestseller, from leading innovation expert Alec Ross, a "fascinating vision" (Forbes) of what's next for the world and how to navigate the changes the future will bring. While Alec Ross was working as Senior Advisor for Innovation to the Secretary of State, he traveled to forty-one countries, exploring the latest advances coming out of every continent. From startup hubs in Kenya to RD labs in South Korea, Ross has seen what the future holds. In *The Industries of the Future*, Ross provides a "lucid and informed guide" (Financial Times) to the changes coming in the next ten years. He examines the fields that will most shape our economic future, including robotics and artificial intelligence, cybercrime and cybersecurity, the commercialization of genomics, the next step for big data, and the impact of digital technology on money and markets. In each of these realms, Ross addresses the toughest questions: How will we have to adapt to the changing nature of work? Is the prospect of cyberwar sparking the next arms race? How can the world's rising nations hope to match Silicon Valley with their own innovation hotspots? And what can today's parents do to prepare their children for tomorrow? Ross blends storytelling and economic analysis to show how sweeping global trends are affecting the ways we live. Sharing insights from global leaders—from the founders of Google and Twitter to defense experts like David Petraeus—Ross reveals the technologies and industries that will drive the next stage of globalization. *The Industries of the Future* is "a riveting and mind-bending book" (New York Journal of Books), a "must read" (Wendy Kopp, Founder of Teach for America) regardless of whether you follow these fields closely or you still think of Honda as a car rather than a robotics company" (Forbes).

Unknown "In a world growing more chaotic, Alec Ross is one of those very rare people who can see patterns in the chaos and guidance for the road forward. He has an unusual diversity of expertise that allows him to apply multiple lenses to the world's challenges and dream up the kind of innovative solutions that are changing the world." —Eric Schmidt, CEO of Google and author of *The New Digital Age* "A fascinating vision of the future of industry. *The Industries of the Future* reads like a portable TED conference at which you have been seated next to the smartest guy in the room. The book is filled with glimpses of cutting-edge biotech research, statecraft, and entrepreneurship. Ross writes engagingly, and the book should be compelling whether you follow these fields closely or you still think of Honda as a car rather than a robotics company." —Forbes "The next 20 years are going to be even faster-moving and more transformative than the 20 we just lived through. Predicting exactly what is going to happen is impossible. But thinking systematically and strategically, as Alec Ross does here, about robotics, genomics, and the codification of everything is absolutely critical. Anyone who wants to understand the key forces that are shaping our economic, political, and social futures will benefit hugely from Ross's insights." —Reid Hoffman, Founder Chairman, LinkedIn "It will likely be one of 2016's most talked about releases, and I predict will take its place alongside other classic tech-and-society books, like Tim Werners' *Master Switch* and Jonathan Zittrain's *Future of the Internet*. It's that good. His writing reveals not just where industries are heading, but where entire societies may end up as a result. This is important reading. Ross takes on an enormous challenge of making sense of how new technology is changing the world, and does so incredibly well, by any standard." —Medium "This book is a must read for the rising generation and their concerned parents and educators. Alec Ross brings a far-reaching perspective to bear in illustrating the opportunities to be seized in our changing world—across sectors and the globe—and the kind of preparation that will be important to make the most of them." —Wendy Kopp, Founder of Teach For America and CEO of Teach For All "A riveting and mind-bending book. If you want to know how to survive and thrive in the fast-paced world of today and how to anticipate the opportunities of tomorrow's information age as well as how to solve big mysteries, this is a good place to start." —New York Journal of Books "A lucid and informed guide, even on the most technical issues." —Financial Times "A brilliant, captivating description of the profound changes that will be ushered in by advances in robotics, big data, and genomics—and of the implications of those developments for employment, wealth distribution, and global trade. Alec Ross combines an extraordinary understanding of future trends with an equally extraordinary ability to describe those trends and explain what they mean for the world in the decades ahead." —General (Ret.) David H. Petraeus, Chairman, KKR Global Institute; former Commander of the Surge in Iraq and Director of the CIA "The *Industries of the Future* is an engaging, clear-eyed look at the benefits and challenges of the coming wave of global innovation. Alec Ross, with his years of passionate work in the public and private sectors, is uniquely positioned to understand and explain where we're coming from and where we're going." —Arianna Huffington "How can we prepare our children—and ourselves—to succeed in a world of robotics, globalization, and digitally driven markets? In this valuable book, Alec Ross analyzes what it will take to survive and even thrive. The future is already hitting us, and Ross shows how it can be exciting rather than frightening." —Walter Isaacson, author of *Steve Jobs* and *The Innovators* "Well worth reading.... Mr. Ross does a good job of describing the advantages and disadvantages of the third wave, which is just beginning." —Washington Times "Asks big questions to help prepare us for the inevitable, and is an important read for

everyone from businesspeople to parents to teachers." —TechRepublic "Ross offers us an articulate, accessible and engaging blueprint for the prosperity of people everywhere.... Whether you are a business executive considering new investments and navigating emerging markets, or an advocate for human rights issues, this book is your guide to the geopolitical, cultural and technological contexts that will impact your work." —Global Daily "A wide-ranging and smoothly written prospectus on the near future of innovation. It's a whirlwind tour, incisively covering economics, politics, cyberwarfare, genomics, and the complexities of Big Data—among many other things—in language for the layperson interested in what tomorrow could bring." —Booklist "This astute and enlightening book is generous with insight about what the future holds and how best to prepare for it." —Publishers Weekly "Discerning insights on approaching changes to our economic and social landscapes and solid advice on how we should navigate them." —Kirkus "A very readable discussion of what the future might look like.... This book will have a large audience among general readers of business and technology titles and should also appeal to high school and college students, as well as anyone trying to prepare for the economy of the future." —Library Journal "This book is a worthy addition to the near-future canon.... Ross writes well on what he knows and, like an expensive consultant, he knows a lot about a lot." —Mob76 Outlook "Ross expertly weaves stories from his travels into his projections for the future of innovation.... Ross's book gives a thorough overview of the exciting developments ahead in healthcare, financial services, and technology. For anyone interested in a glimpse of the future, it's a must-read." —Opportunity Lives "Ross blends storytelling and economic analysis to give a vivid and informed perspective on how sweeping global trends are affecting the ways we live.... This is an essential book for understanding how the world works—now and tomorrow—and a must-read for businesspeople in every sector, from every country." —Steve's Book on the Internet "Excellent for those who are curious about what may happen in the future based on today's innovations." —Sandbox Advisors "A rigorous and revealing exploration of the industries that will drive the next 20 years of change to our economies and societies." —Blogging on Business "In a world growing more chaotic, Alec Ross is one of those very rare people who can see patterns in the chaos and guidance for the road forward. 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