

## International Business The New Realities Second Edition

For courses in Business. International Business: The New Realities caters to a millennial student audience, the most diverse and educated generation to date. The book speaks to students of the technological age, facing a diverse and evolving economic environment fueled by the Internet and multimedia sources. By addressing issues such as the competitive job market and challenges faced by advanced economies, the text preps students for international business in our modern world. The 4th Edition plays on millennials' characteristics to engage them in the material. This includes their reliance on technology, their drive towards achievement and helping their communities, and their desire to obtain skills they can apply towards meaningful jobs. The authors understand what motivates millennial students and builds on their goals to help students obtain successful careers in international business. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

The authors contend that current knowledge management efforts in organizations need to be re-focused so that they can be better poised for success. Topics discussed include: missing capabilities of knowledge management, knowledge management in strategic alliances, customer knowledge management, knowledge markets, and knowledge management systems, among others. The authors take a pragmatic approach to knowledge management and present the material in a jargon free and accessible way. The arena of International Schooling is growing rapidly and changing in nature. The number of schools delivering a curriculum wholly or partly in English outside an English-speaking nation reached 12,000 in 2020. China and the Middle East is the emerging centre of activity, and local parents are the main customers.

For courses in International Business. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States An innovative teaching and learning system that captures the spirit of International Business. Based on the authors' collective teaching and working experience-as well as discussions with hundreds of practitioners, students, and faculty-International Business: The New Realities is a complete teaching and learning system that seamlessly integrates cases, exercises, and videos.

The promotion of social protection in Sub-Saharan Africa happens in a context where informal labour markets constitute the norm, and where most workers live uncertain livelihoods with very limited access to official social protection. The dominant social protection agenda and the associated literature come with an almost exclusive focus on donor and state programmes even if their coverage is limited to small parts of the populations – and in no way stands measure to the needs. In these circumstances, people depend on other means of protection and cushioning against risks and vulnerabilities including different forms of collective self-

organizing providing alternative forms of social protection. These informal, bottom-up forms of social protection are at a nascent stage of social protection discussions and little is known about the extent or models of these informal mechanisms. This book seeks to fill this gap by focusing on three important sectors of informal work, namely: transport, construction, and micro-trade in Kenya and Tanzania. It explores how the global social protection agenda interacts with informal contexts and how it fits with the actual realities of the informal workers. Consequently, the authors examine and compare the social protection models conceptualized and implemented 'from above' by the public authorities in Tanzania and Kenya with social protection mechanisms 'from below' by the informal workers own collective associations. The book will be of interest to academics in International Development Studies, Political Economy, and African Studies, as well as development practitioners and policy communities.

Peter F. Drucker argues that what underlies the current malaise of so many large and successful organizations worldwide is that their theory of the business no longer works. The story is a familiar one: a company that was a superstar only yesterday finds itself stagnating and frustrated, in trouble and, often, in a seemingly unmanageable crisis. The root cause of nearly every one of these crises is not that things are being done poorly. It is not even that the wrong things are being done. Indeed, in most cases, the right things are being done—but fruitlessly. What accounts for this apparent paradox? The assumptions on which the organization has been built and is being run no longer fit reality. These are the assumptions that shape any organization's behavior, dictate its decisions about what to do and what not to do, and define what an organization considers meaningful results. These assumptions are what Drucker calls a company's theory of the business. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come.

The accelerating cross-border flow of products, services, capital, ideas, technology and people is driving businesses--large and small--to internationalise. International Business 2nd Australasian edition: the New Realities is a rigorous resource which prepares future managers to operate successfully in multinational settings. Case studies from a wide variety of markets relevant to Australasian business, including ASEAN countries as well as China, India, Japan, South Korea, Pakistan, Europe and the Middle East, provide a real-world perspective to theories and examine the latest trends in international business. The second edition of International Business features 10 new in-depth case studies specially created for this edition. For undergraduate students majoring in international business or post-graduate courses in international business.

In this comprehensive handbook of theory and practice of international advertising, the subjects are not treated in isolation, but rather linked to overall trends in business globalization. The contributors, representing academics and professionals from ten different countries, examine all aspects of international advertising, from broad concepts and issues, developments in specific countries, and cutting-edge techniques developed outside of the United States. The result is a single 'knowledge-bank' of theory and practice for advertising students and professionals.

Business is woven into the very fabric of American life, yet rarely surfaces in the nation's literary history. Even in novels about business, it proves an elusive motif that fails to mirror actual business organizations. This book argues that literary representations of business remain ineffable because business serves potential aesthetic functions, subtly yet meaningfully impacting readers. Exploring the complex representation of business in realist, naturalist and modernist works, Erhan Simsek reveals these functions by analyzing how the motif intertwines with social developments, literary movements and author biographies. He thus illuminates the motif itself while highlighting the utility of a focus on the changing functions of literature.

Thoroughly updated, the 9th edition of this bestselling textbook incorporates global trends and data, supported by an exemplary case selection based on firms from around the world. The internationally cited author team of Czinkota, Ronkainen, and Gupta balance conceptual understanding of business theory with the day-to-day realities of business practice, preparing students to become successful participants in the global business place. This edition brings greater focus on Asia and emerging markets, as well as Brexit, the impact of COVID-19 on business and the importance of technology and the digital space to international business practice. Through its discussion and analysis, the book guides students to a greater understanding of contemporary business issues and helps them to develop new tools of analysis. Covering all key aspects of international business, the authors emphasize a few key dimensions: international context, role of government in international business, small- and medium-sized firms, and social responsibility.

"I feel it is one of the best approaches I have found to grasp the most jarring enigma humanity has ever faced." —George Noory, host of Coast to Coast AM "We cannot separate the earth from its greater cosmic environment. What is needed is a new story and Alan Steinfeld's Making Contact is part of that story." —Deepak Chopra, Author, Total Meditation How can we prepare for an event that is literally beyond anything humanity has ever faced? Making Contact presents multiple perspectives on what no longer can be denied: UFOs and their occupants are visiting our world. The book answers questions which remain in the wake of the recent Pentagon's disclosures as to who and why these beings are here. The volume contains original writings by the leading experts of the phenomena such as: Linda Moulton Howe, Earthfiles reporter, Whitley Strieber best-selling author of Communion, Professor John E. Mack, former head of the Harvard Medical school of psychiatry and an alien abduction investigator, Darryl Anka internationally known for his communication with the extraterrestrial Bashar, Nick Pope, former UK Ministry of Defense UFO investigator, Grant Cameron expert on American presidents and UFOs, Drs. J.J. and Desiree Hurtak, globalists and founders of the worldwide organization, The Academy for Future Science, Caroline Cory, director of Superhuman and ET: Contact, Mary Rodwell, author of the New Human about star-seed children, Henrietta Weekes, actress and writer, expressing the poetic aspects of making contact. Alan Steinfeld, contributes and curates the collection with 30 years of experience with the subject. The Foreword by George Noory of Coast to Coast AM kicks off the volume with his veteran overview of the need to wake up to the "new realities of extraterrestrial existence." At this critical juncture in the government's official acknowledgement of the reality of UFOs/UAPs, scientists, politicians and mainstream news outlets have no idea what to make of these startling revelations or the outpouring of sightings and "contact" experiences currently being reported on a global scale. The book stands as the most comprehensive clarification to date on the intent and intelligence behind the phenomena. The variety of viewpoints expressed in the volume provide a solid foundation for the "preparation" of the greatest challenge to ever face humankind. Making Contact stands as the essential handbook for embracing the most exalted moment in history: Meeting the cosmic others.

This book re-examines management theory 'after Globalization'. Combining key names and studies from across the world, it explores the

local realities that resist universal theories and that permeate the daily lives of practising managers. The book provides a comprehensive and critical reflection on the widely documented phenomenon of globalization in business. It assesses the implications of the diversity of individual economies and enterprises for general theories of management and concludes by presenting new approaches to the study and research of management and organizations.

Future NATO looks at the challenges facing NATO in the 21st century and examines how the Alliance can adapt to ensure its continued success. For more than 70 years, the North Atlantic Alliance has helped to preserve peace and stability in the Euro-Atlantic area. It has been able to adjust to varying political and strategic challenges. We must ensure that NATO continues to be effective in the future. This requires looking ahead, challenging habitual approaches, exchanging ideas, and advancing new thinking. I highly recommend Future NATO to policymakers, military professionals and scholars alike, as it offers necessary critical and constructive analysis of current and future challenges posed to our security and defence. Annegret Kramp-Karrenbauer, Minister of Defence, Germany. Since 1949, NATO has successfully upheld common principles and adapted to new realities. As Future NATO examines, the Alliance is facing a new set of external and internal challenges in the decades to come. The Alliance and its partners need to remain committed to future changes. I recommend this excellent study to all, but especially to the younger generation of scholars and future policymakers. Trine Bramsen, Minister of Defence, Denmark. Over the last 70 years, Europe has lived in peace and prosperity because of NATO, with unity as our most important weapon. We may have our differences, but we will continue to work on our common cause to promote peace, security and stability. To effectively do so, NATO needs to continuously adapt to changing security situations. An important current challenge is to ensure European Allies take more responsibility for their security. But we also need to look at future challenges and find innovative solutions for them. Future NATO offers a useful analysis that can help us prepare for what is to come for the Alliance. Ank Bijleveld, Minister of Defence, The Netherlands.

For courses in international business. International Business: The New Realities caters to a post-millennial student audience, the most diverse and educated generation to date. The book connects to students of the technological age, facing a diverse and evolving economic environment fueled by the internet and multimedia sources. The authors understand and speak to what motivates this group, also known as Generation Z -- their reliance on technology, their drive towards achievement and helping their communities, and their desire to obtain skills they can apply towards meaningful jobs. By addressing their interests and issues such as the competitive job market and challenges faced by advanced economies, the text engages students in the material and preps them for successful careers in international business.

The new realities are here. Virtual and Augmented realities and 360 video technologies are rapidly entering our homes and office spaces. Good quality audio has always been important to the user experience, but in the new realities, it is more than important, it's essential. If the audio doesn't work, the immersion of the experience fails and the cracks in the new reality start to show. This practical guide helps you navigate the challenges and pitfalls of designing audio for these new realities. This technology is different from anything we've seen before and requires an entirely new approach; this book will introduce the broad concepts you need to know before delving into the practical detail you need.

Ethics for Managers introduces students to the philosophical underpinnings of business ethics and translates this theory into practical terms, demonstrating the moral implications of the decisions managers make. This edition features new material on global ethics, the financial downturn, and ethical sustainability. New, student-friendly features include: Learning objectives at the beginning of each chapter, which provide a roadmap to what is covered and how to use it. Cases that demonstrate real-world scenarios, allowing readers to grapple with real

moral ambiguity. Discussion questions at the end of each chapter, which challenge students to see different moral perspectives and to practice good decision-making. A new chapter on international business ethics. Students of business ethics courses will find this compact, well-organized text a useful tool to understand ethics in the digital age.

The definitive guide to intellectual property for business managers How can a product of the mind—an innovation, a song, a logo, a business secret—become the subject of precise property rights? No idea is entirely original; every innovative business borrows, sometimes extensively, from its competitors and others. So how do we draw the line between fair and unfair use? Billions of dollars ride on that question, as do the fates of publishers, software producers, drug companies, advertising firms, and many others. It's also a key question for individuals—for instance, if you quit your job after mastering the company's secrets, what can you do with that information? With the growth of the internet and global markets, having a smart IP strategy is more essential than ever. Intellectual Property is the ideal book for non-lawyers who deal with patents, trade secrets, trademarks, and copyrights—all essential business issues that have changed rapidly in the last few years. Goldstein draws on dozens of fascinating case studies, from the Polaroid vs. Kodak battle to Kellogg's surprising trademark suit against Exxon to whether a generic perfume is allowed to smell exactly like Chanel No. 5. Every business decision that involves IP is also a legal decision, and every legal decision is also a business decision. Lawyers and managers need to work together to navigate these murky waters, and this book shows how.

Remarkable change is the new reality of International Business. The accelerating cross-border flow of products, services, capital, ideas, technology and people are driving businesses--large and small--to internationalise. International Business 1st Australasian edition: the New Realities is a rigorous resource which motivates and prepares future managers to operate in multi-national settings, by delivering a teaching system that works. Based on the authors' collective teaching and working experience—as well as discussions with practitioners, students, and faculty staff—this is a complete teaching and learning system where cases, exercises and management skill builders are seamlessly integrated and matched to the topics in each chapter. Case studies from a wide variety of markets relevant to Australasian businesses, including ASEAN countries (e.g. Singapore, Malaysia, Indonesia) as well as China, India, Japan, South Korea, Pakistan, Europe and the Middle East, provide a real-world perspective to theories and examine the latest trends in international business. For undergraduate students majoring in international business or post-graduate courses in international business. A volume that concentrates on the substantive gaps in the IB/IM field and addresses whether these gaps are resolvable with the theoretical and methodological toolkit.

Tracing the treatment of language in international business as represented in the Journal of International Business Studies, this seminal collection critically explores the conceptualizations of language that have been adopted or ignored

by international business scholars over the years and showcases nine articles that have played an important role in establishing and advancing the field. In today's increasingly globalized context of business, significantly richer theories from interdisciplinary perspectives are needed to explain the complexity of the interplay between multiple facets of language and how they affect day-to-day operations. With insights from linguistics, psychology and organizational theory, *Language in International Business* provides an assessment of scholarly efforts to uncover the profound impact that language has on global business today and proposes some important ways in which this nascent field of language in international business may be further advanced. Chapter 9 is licensed under a Creative Commons Attribution NonCommercial-NoDerivs 3.0 Unported License. The *Journal of International Business Studies (JIBS)* is an official publication of the Academy of International Business and is the top-ranked journal in the field of international business. The goal of JIBS is to publish insightful, innovative and impactful research on international business. JIBS is multidisciplinary in scope and interdisciplinary in content and methodology. For more information, visit [www.jibs.net](http://www.jibs.net). The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business. A global community of scholars and researchers for the creation and dissemination of knowledge about international business and policy issues, the AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice. For more information, visit [aib.msu.edu](http://aib.msu.edu)

This book is a systematic examination of the historical and current roles that cities and suburbs play in US metropolitan areas. It explores the history of cities and suburbs, their changing dynamics with each other, their growing diversity, the environmental consequences of their development and finally the extent and nature of their decline and renewal. *Cities and Suburbs: New Metropolitan Realities in the US* offers a comprehensive examination of demographic and socioeconomic processes of US suburbanization by providing a succinct guide to understanding the dynamic relationship between metropolitan structure and processes of social change. A variety of case studies are used in the chapters to explore suburban successes and failures and the discourse concludes with reflections on metropolitan policy and planning for the twenty-first century. The topics of discussion include: Key ideas and concepts on the demographic and sociospatial aspects of metropolitan change The changing nature of city and suburban population migration and their relationships with changes at the local, metropolitan, national, and global levels Current metropolitan public policy issues of large cities and suburbs Links of suburbanization to metropolitan transformation and the growing dichotomy between suburban decline and suburban sprawl in metropolitan areas. *Cities and Suburbs* relies on theorized case studies, demographic analysis, maps, and photos from North America. Written in a clear and accessible style, the book addresses various fundamental questions about the socioeconomic role that suburbs and cities play in shaping

metropolitan areas, their environmental impact, the political consequences, and the resulting policy debates. This is essential reading for scholars and students of Geography, Economics, Politics, Sociology, Urban Studies and Urban Planning.

Documents the troubling influence of a small group of scientists who the author contends misrepresent scientific facts to advance key political and economic agendas, revealing the interests behind their detractions on findings about acid rain, DDT, and other hazards.

**KEY BENEFIT:** CKR is an evolving learning package that makes teaching easier and captures IB as practiced today. The text addresses emerging markets, the growing participation of small and medium-sized firms in international business, and examples of both international and national businesses so students can see IB from all perspectives. CKR also offers an online resource called the Educator's Consortium that supports and connects students and instructors worldwide. This text is for business students and professionals interested in learning about the impact of international business and emerging markets.

International Business The New Realities, Global Edition Pearson Higher Education

Africa welcomes business investment and offers some of the world's highest returns and impacts Africa has tremendous economic potential and offers rewarding opportunities for global businesses looking for new markets and long-term investments with favorable returns. Africa has been one of the world's fastest-growing regions over the past decade, and by 2030 will be home to nearly 1.7 billion people and an estimated \$6.7 trillion worth of consumer and business spending. Increased political stability in recent years and improving regional integration are making market access easier, and business expansion will generate jobs for women and youth, who represent the vast majority of the population. Current economic growth and poverty-alleviation efforts mean that more than 43 percent of the continent's people will reach middle- or upper-class status by 2030. Unlocking Africa's Business Potential examines business opportunities in the eight sectors with the highest potential returns on private investment—the same sectors that will foster economic growth and diversification, job creation, and improved general welfare. These sectors include: consumer markets, agriculture and agriprocessing, information and communication technology, manufacturing, oil and gas, tourism, banking, and infrastructure and construction. The book's analysis of these sectors is based on case studies that identify specific opportunities for investment and growth, along with long-term market projections to inform decision-making. The book identifies potential risks to business and offers mitigation strategies. It also provides policymakers with solutions to attract new business investments, including how to remove barriers to business and accelerate development of the private sector.

The technological revolution has reached around the world, with important consequences for business, government, and the labor market. Computer-aided design, telecommunications, and other developments are allowing small players to compete with

traditional giants in manufacturing and other fields. In this volume, 16 engineering and industrial experts representing eight countries discuss the growth of technological advances and their impact on specific industries and regions of the world. From various perspectives, these distinguished commentators describe the practical aspects of technology's reach into business and trade.

The 'new realities' of the title refer to the state of government, society and the economy in the USA, Japan, Western Europe, Russia and the Third World. With characteristic authority and clarity of style, Drucker attempts to define the concerns, issues and controversies of today which will become the realities of the future. Already the bestselling author of many books on management and economics, Drucker has innumerable followers. Now turning to address the changing demands of a post business society, the broad-ranging theme and vision of *The New Realities* will win him many more admirers.

Wealth management is one of the areas in which banks and other personal financial services players are investing heavily. But the market is changing fast. Going forward, players therefore need to adapt their strategies to the new realities: what worked in the past will not, for the most part, be appropriate in the future. This unique book, written by a former McKinsey consultant, offers an up-to-date, detailed, practical understanding of this exciting area of financial services.

The information and digital age is shaped by a small number of multinational enterprises from a limited number of countries. This volume covers the latest insight from the International Business discipline on prevailing trends in business model evolution. It also discusses critical issues of regulation in the new information and digital space.

In 2011, the United States government declared a cyber attack as equal to an act of war, punishable with conventional military means. Cyber operations, cyber crime, and other forms of cyber activities directed by one state against another are now considered part of the normal relations range of combat and conflict, and the rising fear of cyber conflict has brought about a reorientation of military affairs. What is the reality of this threat? Is it actual or inflated, fear or fact-based? Taking a bold stand against the mainstream wisdom, Valeriano and Maness argue that there is very little evidence that cyber war is, or is likely to become, a serious threat. Their claim is empirically grounded, involving a careful analysis of cyber incidents and disputes experienced by international states since 2001, and an examination of the processes leading to cyber conflict. As the authors convincingly show, cyber incidents are a little-used tactic, with low-level intensity and few to no long-term effects. As well, cyber incidents are motivated by the same dynamics that prompt regional conflicts. Based on this evidence, Valeriano and Maness lay out a set of policy recommendations for proper defense against cyber threats that is built on restraint and regionalism.

This unique collection of papers, from authors whose experience and nationalities are themselves diverse, captures intellectual and personal reflections on diversity. The authors offer unique perspectives into diversity on an individual level, as well as the experiential challenges of implementing diversity programs at the country, public sector, company and civil society levels. In doing so, the book identifies a variety of elements that define 'a multi-faceted reality' that is at once contradictory, deeply personal, artistic, emotionally evocative and intellectually stimulating.



From two influential and visionary thinkers comes a big idea that is changing the way movements catch fire and ideas spread in our highly connected world. For the vast majority of human history, power has been held by the few. "Old power" is closed, inaccessible, and leader-driven. Once gained, it is jealously guarded, and the powerful spend it carefully, like currency. But the technological revolution of the past two decades has made possible a new form of power, one that operates differently, like a current. "New power" is made by many; it is open, participatory, often leaderless, and peer-driven. Like water or electricity, it is most forceful when it surges. The goal with new power is not to hoard it, but to channel it. New power is behind the rise of participatory communities like Facebook and YouTube, sharing services like Uber and Airbnb, and rapid-fire social movements like Brexit and #BlackLivesMatter. It explains the unlikely success of Barack Obama's 2008 campaign and the unlikelier victory of Donald Trump in 2016. And it gives ISIS its power to propagate its brand and distribute its violence. Even old power institutions like the Papacy, NASA, and LEGO have tapped into the strength of the crowd to stage improbable reinventions. In *New Power*, the business leaders/social visionaries Jeremy Heimans and Henry Timms provide the tools for using new power to successfully spread an idea or lead a movement in the twenty-first century. Drawing on examples from business, politics, and social justice, they explain the new world we live in--a world where connectivity has made change shocking and swift and a world in which everyone expects to participate.

A collection of essays, which provide a comprehensive picture of how and why the genre of reality television emerged, what it means, how it differs from earlier television programming, and how it engages societies, industries, and individuals.

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Two authors with decades of experience promoting human rights argue that, as the world changes around us, rights hardly imaginable today will come into being. A rights revolution is under way. Today the range of nonhuman entities thought to deserve rights is exploding—not just animals but ecosystems and even robots. Changes in norms and circumstances require the expansion

of rights: What new rights, for example, are needed if we understand gender to be nonbinary? Does living in a corrupt state violate our rights? And emerging technologies demand that we think about old rights in new ways: When biotechnology is used to change genetic code, whose rights might be violated? What rights, if any, protect our privacy from the intrusions of sophisticated surveillance techniques? Drawing on their vast experience as human rights advocates, William Schulz and Sushma Raman challenge us to think hard about how rights evolve with changing circumstances, and what rights will look like ten, twenty, or fifty years from now. Against those who hold that rights are static and immutable, Schulz and Raman argue that rights must adapt to new realities or risk being consigned to irrelevance. To preserve and promote the good society—one that protects its members' dignity and fosters an environment in which people will want to live—we must at times rethink the meanings of familiar rights and consider the introduction of entirely new rights. Now is one of those times. *The Coming Good Society* details the many frontiers of rights today and the debates surrounding them. Schulz and Raman equip us with the tools to engage the present and future of rights so that we understand their importance and know where we stand.

Moderne Diplomatie wirkt heute in viele Bereiche des modernen Lebens hinein. Sie ist zugleich selbst neuen Einflüssen ausgesetzt. Faktoren, die unsere Gesellschaften verändern, verändern auch unser Regierungshandeln, auch in der Außenpolitik, seien es Digitalisierung, emotionalisierte Sensibilitäten unserer Öffentlichkeiten oder nicht-staatliche internationale Akteure. Derartige Entwicklungen müssen von der Diplomatie aufgenommen werden, damit sie weiter als Instrument einer Regierung funktionieren kann. Regierungen sollten Wege finden, zwischen den neuen Bedürfnissen der Gesellschaft und den Notwendigkeiten legitimen Regierungshandelns zu vermitteln. Das Ziel sollte sein, als souveräner Staat handeln zu können und zugleich das Potential der tiefgreifenden gesellschaftlichen Veränderungen zu nutzen. Mit Beiträgen von Volker Stanzel, Sascha Lohmann, Andrew Cooper, Christer Jönsson, Corneliu Bjola, Emillie V. de Keulenaar, Jan Melissen, Karsten D. Voigt, Kim B. Olsen, Hanns W. Maull und R. S. Zaharna

Cheat death—or at least delay it—with this accessible look into the quest for immortality, and what it means for human civilization. Are humans close to living forever? With advances in medicine and new therapies that prolong life expectancy, we are on track to make aging even more manageable. This new entry in the exciting *Alice in Futureland* series explores both the science and cultural impulse behind extending lifespans, and the numerous ways the quest for eternity forces us to reevaluate what it means to be human. Some experts believe that we haven't fully realized our true human potential, and we are about to embark on an extraordinary evolutionary shift. *Hacking Immortality* answers all your burning questions, including: -Can humans cheat death? -What is your grim age? -Will 100 be the new 40? -Will we become software? As reality suddenly catches up to science fiction, *Hacking Immortality* gives the truth on the state of humanity—and all its possible futures.

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