

Who Owns The Future Jaron Lanier

The guru of virtual reality looks back at the unique experiences that formed his vision for the future of technology. With a singular voice and perspective, Lanier, whom *The New York Times* calls "daringly original . . . a major wizard in the futurist circus. He is the father of virtual reality in the gaudy, reputation-burnishing way that Michael Jackson was the king of pop" considers the future of virtual technology in a book that blends memoir with ideas. He tells the wild story of his own relationship with technology by starting from the beginning. The son of Jewish immigrants and concentration camp survivors, raised in the UFO territory of New Mexico, he lost his mother at a young age and built a geodesic dome with his father in the desert. He worked as a goatherd and midwife, attended college before graduating high school, transferred to and failed out of a tony northeast liberal arts college, played music for money on the streets of New York, and eventually landed in Silicon Valley at the dawn of the first tech boom where he suddenly became rich. This crazy course to becoming a world renowned technology guru informs Lanier's optimism about virtual reality--the technology he has been immersed in from its very start. While he has been very critical of social media and other manifestations of technology, he believes that virtual reality can actually make our lives richer and fuller. Dawn of the New Everything is ultimately a look at what it means to be human in the dawn of unprecedented technological possibility.

Who Owns The Future? is the new masterwork from the prophet of the digital age, Jaron Lanier, author of *You Are Not A Gadget*. In the past, a revolution in production, such as the industrial revolution, generally increased the wealth and freedom of people. The digital revolution we are living through is different. Instead of leaving a greater number of us in excellent financial health, the effect of digital technologies - and the companies behind them - is to concentrate wealth, reduce growth, and challenge the livelihoods of an ever-increasing number of people. As the protections of the middle class disappear, washed away by crises in capitalism, what is being left in their place? And what else could replace them? Why is this happening, and what might we do about it? In *Who Owns the Future?* Jaron Lanier shows how the new power paradigm operates, how it is conceived and controlled, and why it is leading to a collapse in living standards. Arguing that the 'information economy' ruins markets, he reminds us that markets should reward more people, not fewer. He shows us why the digital revolution means more corporations making money and avoiding risk by hiding value off their books, which means more financial risk for the rest of us. From the inner workings of the 'sirenic servers' at the heart of the new power system, to an exploration of the meaning of mass unemployment events, the misuse of big data, and the deep and increasing erasure of human endeavour, Lanier explores the effects of this situation on democracy and individuals, and proposes a more human, humane reality, where risk and reward is shared equally, and the digital revolution creates opportunity for all. 'Lanier has a poet's sensibility and his book reads like a hallucinogenic reverie, full of entertaining haiku-like observations and digressions' James Harkin, *Financial Times*. 'One of the triumphs of Lanier's intelligent and subtle book is its inspiring portrait of the kind of people that a democratic information economy would produce. His vision implies that if we are allowed to lead absorbing, properly remunerated lives, we will likewise outgrow our addiction to consumerism and technology'

Laurence Scott, Guardian'Jaron Lanier is a digital visionary with a difference' John Kampfner, ObserverJaron Lanier is a philosopher and computer scientist who has spent his career pushing the transformative power of modern technology to its limits. From coining the term 'Virtual Reality' to developing cutting-edge medical imaging and surgical techniques, Lanier is one of the premier designers and engineers at work today, and is linked with UC Berkeley and Microsoft. A musician with a collection of over 700 instruments, he has been recognised by Encyclopedia Britannica (but certainly not Wikipedia) as one of history's 300 or so greatest inventors and named one of the top one hundred public intellectuals in the world by Prospect and Foreign Policy. His first book, *You Are Not A Gadget*, was hailed as a 'poetic and prophetic' defence of the human in an age of machines.

A New Yorker and Fortune Best Book of the Year "A must-read for all Americans who want to remain the ones deciding what they can read, watch, and listen to." —Arianna Huffington Analyzing the strategic maneuvers of today's great information powers—Apple, Google, and an eerily resurgent AT&T—Tim Wu uncovers a time-honored pattern in which invention begets industry and industry begets empire. It is easy to forget that every development in the history of the American information industry—from the telephone to radio to film—once existed in an open and chaotic marketplace inhabited by entrepreneurs and utopians, just as the Internet does today. Each of these, however, grew to be dominated by a monopolist or cartel. In this pathbreaking book, Tim Wu asks: will the Internet follow the same fate? Could the Web—the entire flow of American information—come to be ruled by a corporate leviathan in possession of "the master switch"? Here, Tim Wu shows how a battle royale for the Internet's future is brewing, and this is one war we dare not tune out.

The dramatic, larger-than-life true story behind the founding of Oculus and its quest for virtual reality, by the bestselling author of *Console Wars*. From iconic books like *Neuromancer* to blockbuster films like *The Matrix*, virtual reality has long been hailed as the ultimate technology. But outside of a few research labs and military training facilities, this tantalizing vision of the future was nothing but science fiction. Until 2012, when Oculus founder Palmer Luckey—then just a rebellious teenage dreamer living alone in a camper trailer—invents a device that has the potential to change everything. With the help of a videogame legend, a serial entrepreneur and many other colorful characters, Luckey's scrappy startup kickstarts a revolution and sets out to bring VR to the masses. As with most underdog stories, things don't quite go according to plan. But what happens next turns out to be the ultimate entrepreneurial journey: a tale of battles won and lost, lessons learned and neverending twists and turns—including an unlikely multi-billion-dollar acquisition by Facebook's Mark Zuckerberg, which shakes up the landscape in Silicon Valley and gives Oculus the chance to forever change our reality. Drawing on over a hundred interviews with the key players driving this revolution, *The History of the Future* weaves together a rich, cinematic narrative that captures the breakthroughs, breakdowns and human drama of trying to change the world. The result is a super accessible and supremely entertaining look at the birth of a game-changing new industry.

Jaron Lanier, 'the father of Virtual Reality ... a high-tech genius' (Sunday Times), tells the extraordinary story of how in just over three decades Virtual Reality went from being a dream to a reality – and how its power to turn dreams into realities will transform

us and our world. Virtual Reality has long been one of the dominant clichés of science fiction. Now Virtual Reality is a reality: those big headsets that make people look ridiculous, even while radiating startled delight; the place where war veterans overcome PTSD, surgeries are trialled, aircraft and cities are designed. But VR is far more interesting than any single technology, however spectacular. It is, in fact, the most effective device ever invented for researching what a human being actually is – and how we think and feel. More than thirty years ago, legendary computer scientist, visionary and artist Jaron Lanier pioneered its invention. Here, in what is likely to be one of the most unusual books you ever read, he blends scientific investigation, philosophical thought experiment and his memoir of a life lived at the centre of digital innovation to explain what VR really is: the science of comprehensive illusion; the extension of the intimate magic of earliest childhood into adulthood; a hint of what life would be like without any limits. As Lanier shows, we are standing on the threshold of an entirely new realm of human creativity, expression, communication and experience. While we can use VR to test our relationship with reality, it will test us in return, for how we choose to use it will reveal who we truly are. Welcome to a mind-expanding, life-enhancing, world-changing adventure.

The New York Times-bestselling guide to how automation is changing the economy, undermining work, and reshaping our lives Winner of Best Business Book of the Year awards from the Financial Times and from Forbes "Lucid, comprehensive, and unafraid...;an indispensable contribution to a long-running argument."--Los Angeles Times What are the jobs of the future? How many will there be? And who will have them? As technology continues to accelerate and machines begin taking care of themselves, fewer people will be necessary. Artificial intelligence is already well on its way to making "good jobs" obsolete: many paralegals, journalists, office workers, and even computer programmers are poised to be replaced by robots and smart software. As progress continues, blue and white collar jobs alike will evaporate, squeezing working- and middle-class families ever further. At the same time, households are under assault from exploding costs, especially from the two major industries-education and health care-that, so far, have not been transformed by information technology. The result could well be massive unemployment and inequality as well as the implosion of the consumer economy itself. The past solutions to technological disruption, especially more training and education, aren't going to work. We must decide, now, whether the future will see broad-based prosperity or catastrophic levels of inequality and economic insecurity. Rise of the Robots is essential reading to understand what accelerating technology means for our economic prospects-not to mention those of our children-as well as for society as a whole.

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.

The ancient Roman philosopher Cicero wrote that philosophy is *ars vitae*, the art of living. Today, signs of stress and duress point to a full-fledged crisis for individuals and communities while current modes of making sense of our lives prove inadequate. Yet, in this time of alienation and spiritual longing, we can glimpse signs of a renewed interest in ancient approaches to the art of living. In this ambitious and timely book, Elisabeth Lasch-Quinn engages both general readers and scholars on the topic of well-being. She examines the reappearance of ancient philosophical thought in contemporary American culture, probing whether new stirrings of Gnosticism, Stoicism, Epicureanism, Cynicism, and Platonism present a true alternative to our current therapeutic culture of self-help and consumerism, which elevates the self's needs and desires yet fails to deliver on its promises of happiness and healing. Do the ancient philosophies represent a counter-tradition to today's culture, auguring a new cultural vibrancy, or do they merely solidify a modern way of life that has little use for inwardness—the cultivation of an inner life—stemming from those older traditions? Tracing the contours of this cultural resurgence and exploring a range of sources, from scholarship to self-help manuals, films, and other artifacts of popular culture, this book sees the different schools as organically interrelated and asks whether, taken together, they can point us in important new directions. *Ars Vitae* sounds a clarion call to take back philosophy as part of our everyday lives. It proposes a way to do so, sifting through the ruins of long-forgotten and recent history alike for any shards helpful in piecing together the coherence of a moral framework that allows us ways to move forward toward the life we want and need.

Revolutionary ideas on how to use markets to bring about fairness and prosperity for all Many blame today's economic inequality, stagnation, and political instability on the free market. The solution is to rein in the market, right? *Radical Markets* turns this thinking—and pretty much all conventional thinking about markets, both for and against—on its head. The book reveals bold new ways to organize markets for the good of everyone. It shows how the emancipatory force of genuinely open, free, and competitive markets can reawaken the dormant nineteenth-century spirit of liberal reform and lead to greater equality, prosperity, and cooperation. Eric Posner and Glen Weyl demonstrate why private property is inherently monopolistic, and how we would all be better off if private ownership were converted into a public auction for public benefit. They show how the principle of one person, one vote inhibits democracy, suggesting instead an ingenious way for voters to effectively influence the issues that matter most to them. They argue that every citizen of a host country should benefit from immigration—not just migrants and their capitalist employers. They propose leveraging antitrust laws to liberate markets from the grip of institutional investors and creating a data labor movement to force digital monopolies to compensate people for their electronic data. Only by radically expanding the scope of markets can we reduce inequality, restore robust economic growth, and resolve political conflicts. But to do that, we must replace our most sacred institutions with truly free and open competition—*Radical Markets* shows how.

Documents the innovations of a group of eccentric geniuses who developed computer code in the mid-20th century as part of mathematician Alan Turing's theoretical universal machine idea, exploring how their ideas led to such developments as digital television, modern genetics and the hydrogen bomb.

New York Times bestseller • Finalist for the Pulitzer Prize “This is a book to shake up the world.” —Ann Patchett
Nicholas Carr’s bestseller *The Shallows* has become a foundational book in one of the most important debates of our time: As we enjoy the internet’s bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings the story up to date, with a deep examination of the cognitive and behavioral effects of smartphones and social media. Describes how patterns of information, knowledge, and cultural production are changing. The author shows that the way information and knowledge are made available can either limit or enlarge the ways people create and express themselves. He describes the range of legal and policy choices that confront.

Evaluates the negative impact of digital network technologies on the economy and particularly the middle class, citing challenges to employment and personal wealth while exploring the potential of a new information economy.

After crossing oceans, a man and a boy arrive in a new land. Here they are each assigned a name and an age, and held in a camp in the desert while they learn Spanish, the language of their new country. As Simón and David they make their way to the relocation centre in the city of Novilla, where officialdom treats them politely but not necessarily helpfully. Simón finds a job in a grain wharf. The work is unfamiliar and backbreaking, but he soon warms to his stevedore comrades, who during breaks conduct philosophical dialogues on the dignity of labour, and generally take him to their hearts. Now he must set about his task of locating the boy’s mother. Though like everyone else who arrives in this new country he seems to be washed clean of all traces of memory, he is convinced he will know her when he sees her. And indeed, while walking with the boy in the countryside Simón catches sight of a woman he is certain is the mother, and persuades her to assume the role. David’s new mother comes to realise that he is an exceptional child, a bright, dreamy boy with highly unusual ideas about the world. But the school authorities detect a rebellious streak in him and insist he be sent to a special school far away. His mother refuses to yield him up, and it is Simón who must drive the car as the trio flees across the mountains. *THE CHILDHOOD OF JESUS* is a profound, beautiful and continually surprising novel from a very great writer.

Based on unprecedented access to the corporation’s archives, *The Intel Trinity* is the first full history of Intel Corporation—the essential company of the digital age—told through the lives of the three most important figures in the company’s history: Robert Noyce, Gordon Moore, and Andy Grove. Often hailed the “most important company in the world,” Intel remains, more than four decades after its inception, a defining company of the global digital economy. The legendary inventors of the microprocessor—the single most important product in the modern world—Intel today builds the tiny “engines” that power almost every intelligent electronic device on the planet. But the true story of Intel is the human story of the trio of geniuses behind it. Michael S. Malone reveals how each brought different things to Intel, and at different times. Noyce, the most respected high tech figure of his generation, brought credibility (and money) to the company’s founding; Moore made Intel the world’s technological leader; and Grove, has relentlessly driven the company to ever-higher levels of success and competitiveness. Without any one of these figures, Intel would never have achieved its historic success; with them, Intel made possible the personal computer, Internet,

telecommunications, and the personal electronics revolutions. The Intel Trinity is not just the story of Intel's legendary past; it also offers an analysis of the formidable challenges that lie ahead as the company struggles to maintain its dominance, its culture, and its legacy. With eight pages of black-and-white photos.

Visionary thinker Jane Jacobs uses her authoritative work on urban life and economies to show us how we can protect and strengthen our culture and communities. In *Dark Age Ahead*, Jane Jacobs identifies five pillars of our culture that we depend on but which are in serious decline: community and family; higher education; the effective practice of science; taxation and government; and self-policing by learned professions. The decay of these pillars, Jacobs contends, is behind such ills as environmental crisis, racism and the growing gulf between rich and poor; their continued degradation could lead us into a new Dark Age, a period of cultural collapse in which all that keeps a society alive and vibrant is forgotten. But this is a hopeful book as well as a warning. Jacobs draws on her vast frame of reference -- from fifteenth-century Chinese shipbuilding to zoning regulations in Brampton, Ontario -- and in highly readable, invigorating prose offers proposals that could arrest the cycles of decay and turn them into beneficent ones. Wise, worldly, full of real-life examples and accessible concepts, this book is an essential read for perilous times.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric *We live in the age of the algorithm*. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

A NATIONAL BESTSELLER A programmer, musician, and father of virtual reality technology, Jaron Lanier was a pioneer in digital

media, and among the first to predict the revolutionary changes it would bring to our commerce and culture. Now, with the Web influencing virtually every aspect of our lives, he offers this provocative critique of how digital design is shaping society, for better and for worse. Informed by Lanier's experience and expertise as a computer scientist, *You Are Not a Gadget* discusses the technical and cultural problems that have unwittingly risen from programming choices—such as the nature of user identity—that were “locked-in” at the birth of digital media and considers what a future based on current design philosophies will bring. With the proliferation of social networks, cloud-based data storage systems, and Web 2.0 designs that elevate the “wisdom” of mobs and computer algorithms over the intelligence and wisdom of individuals, his message has never been more urgent.

Thinking about the future is essential for almost all organizations and societies. States, corporations, universities, cities, NGOs and individuals believe they cannot miss the future. But what exactly is the future? It remains a mystery – perhaps the greatest mystery, especially because futures are unpredictable and often unknowable, the outcome of many factors, known and unknown. The future is rarely a simple extrapolation from the present. In this important book, John Urry seeks to capture the many efforts that have been made to anticipate, visualize and elaborate the future. This includes examining the methods used to model the future, from those of the RAND Corporation to imagined future worlds in philosophy, literature, art, film, TV and computer games. He shows that futures are often contested and saturated with different interests, especially in relation to future generations. He also shows how analyses of social institutions, practices and lives should be central to examining potential futures, and issues such as who owns the future. The future seems to be characterized by 'wicked problems'. There are multiple 'causes' and 'solutions', long-term lock-ins and complex interdependencies, and different social groups have radically different frames for understanding what is at stake. Urry explores these issues through case-studies of 3D printing and the future of manufacturing, mobilities in the city, and the futures of energy and climate change.

The world was wild for gold. After discovering the Americas, and under pressure to defend their vast dominion, the Habsburgs of Spain promoted gold and silver exploration in the New World with ruthless urgency. But, the great influx of wealth brought home by plundering conquistadors couldn't compensate for the Spanish government's extraordinary military spending, which would eventually bankrupt the country multiple times over and lead to the demise of the great empire. Gold became synonymous with financial dependability, and following the devastating chaos of World War I, the gold standard came to express the order of the free market system. Warfare in pursuit of wealth required borrowing—a quickly compulsive dependency for many governments. And when people lost confidence in the promissory notes and paper currencies issued during wartime, governments again turned to gold. In this captivating historical study, Kwarteng exposes a pattern of war-waging and financial debt—bedmates like April and taxes that go back hundreds of years, from the French Revolution to the emergence of modern-day China. His evidence is as rich and colorful as it is sweeping. And it starts and ends with gold.

“More than anything else technology creates our world. It creates our wealth, our economy, our very way of being,” says W. Brian Arthur. Yet despite technology's irrefutable importance in our daily lives, until now its major questions have gone unanswered.

Where do new technologies come from? What constitutes innovation, and how is it achieved? Does technology, like biological life, evolve? In this groundbreaking work, pioneering technology thinker and economist W. Brian Arthur answers these questions and more, setting forth a boldly original way of thinking about technology. *The Nature of Technology* is an elegant and powerful theory of technology's origins and evolution. Achieving for the development of technology what Thomas Kuhn's *The Structure of Scientific Revolutions* did for scientific progress, Arthur explains how transformative new technologies arise and how innovation really works. Drawing on a wealth of examples, from historical inventions to the high-tech wonders of today, Arthur takes us on a mind-opening journey that will change the way we think about technology and how it structures our lives. *The Nature of Technology* is a classic for our times.

"Decentralization is not a choice, but an inevitability. Thankfully, the process can liberate people from poverty, end acrimonious politics, and help humanity avoid the robot apocalypse. Social Evolution founder, Max Borders, makes the case in this compelling manifesto."--From publisher's website.

How do we create a universe of truthful and verifiable information, available to everyone? In *The New Enlightenment and the Fight to Free Knowledge*, MIT Open Learning's Peter B. Kaufman describes the powerful forces that have purposely crippled our efforts to share knowledge widely and freely. Popes and their inquisitors, emperors and their hangmen, commissars and their secret police—throughout history, all have sought to stanch the free flow of information. Kaufman writes of times when the Bible could not be translated—you'd be burned for trying; when dictionaries and encyclopedias were forbidden; when literature and science and history books were trashed and pulped—sometimes along with their authors; and when efforts to develop public television and radio networks were quashed by private industry. In the 21st century, the enemies of free thought have taken on new and different guises—giant corporate behemoths, sprawling national security agencies, gutted regulatory commissions. Bereft of any real moral compass or sense of social responsibility, their work to surveil and control us are no less nefarious than their 16th- and 18th- and 20th- century predecessors. They are all part of what Kaufman calls the *Monsterverse*. *The New Enlightenment and the Fight to Free Knowledge* maps out the opportunities to mobilize for the fight ahead of us. With the Internet and other means of media production and distribution—video especially—at hand, knowledge institutions like universities, libraries, museums, and archives have a special responsibility now to counter misinformation, disinformation, and fake news—and especially efforts to control the free flow of information. A film and video producer and former book publisher, Kaufman begins to draft a new social contract for our networked video age. He draws his inspiration from those who fought tooth and nail against earlier incarnations of the *Monsterverse*—including William Tyndale in the 16th century; Denis Diderot in the 18th; untold numbers of Soviet and Central and East European dissidents in the 20th—many of whom paid the ultimate price. Their successors? Advocates of free knowledge like Aaron Swartz, of free software like Richard Stallman, of an enlightened public television and radio network like James Killian, of a freer Internet like Tim Berners-Lee, of fuller rights and freedoms like Edward Snowden. All have been striving to secure for us a better world, marked by the right balance between state, society, and private gain. The concluding section of the book, its largest

piece, builds on their work, drawing up a progressive agenda for how today's free thinkers can band together now to fight and win. With everything shut and everyone going online, *The New Enlightenment and the Fight to Free Knowledge* is a rousing call to action that expands the definition of what it means to be a citizen in the 21st century.

A groundbreaking history that considers the attack on Pearl Harbor from the Japanese perspective and is certain to revolutionize how we think of the war in the Pacific. When Japan launched hostilities against the United States in 1941, argues Eri Hotta, its leaders, in large part, understood they were entering a war they were almost certain to lose. Drawing on material little known to Western readers, and barely explored in depth in Japan itself, Hotta poses an essential question: Why did these men—military men, civilian politicians, diplomats, the emperor—put their country and its citizens so unnecessarily in harm's way? Introducing us to the doubters, schemers, and would-be patriots who led their nation into this conflagration, Hotta brilliantly shows us a Japan rarely glimpsed—eager to avoid war but fraught with tensions with the West, blinded by reckless militarism couched in traditional notions of pride and honor, tempted by the gambler's dream of scoring the biggest win against impossible odds and nearly escaping disaster before it finally proved inevitable. In an intimate account of the increasingly heated debates and doomed diplomatic overtures preceding Pearl Harbor, Hotta reveals just how divided Japan's leaders were, right up to (and, in fact, beyond) their eleventh-hour decision to attack. We see a ruling cadre rich in regional ambition and hubris: many of the same leaders seeking to avoid war with the United States continued to adamantly advocate Asian expansionism, hoping to advance, or at least maintain, the occupation of China that began in 1931, unable to end the second Sino-Japanese War and unwilling to acknowledge Washington's hardening disapproval of their continental incursions. Even as Japanese diplomats continued to negotiate with the Roosevelt administration, Matsuoka Yosuke, the egomaniacal foreign minister who relished paying court to both Stalin and Hitler, and his facile supporters cemented Japan's place in the fascist alliance with Germany and Italy—unaware (or unconcerned) that in so doing they destroyed the nation's bona fides with the West. We see a dysfunctional political system in which military leaders reported to both the civilian government and the emperor, creating a structure that facilitated intrigues and stoked a jingoistic rivalry between Japan's army and navy. Roles are recast and blame reexamined as Hotta analyzes the actions and motivations of the hawks and skeptics among Japan's elite. Emperor Hirohito and General Hideki Tojo are newly appraised as we discover how the two men fumbled for a way to avoid war before finally acceding to it. Hotta peels back seventy years of historical mythologizing—both Japanese and Western—to expose all-too-human Japanese leaders torn by doubt in the months preceding the attack, more concerned with saving face than saving lives, finally drawn into war as much by incompetence and lack of political will as by bellicosity. An essential book for any student of the Second World War, this compelling reassessment will forever change the way we remember those days of infamy.

From world-renowned economist Paul Collier, a candid diagnosis of the failures of capitalism and a pragmatic and realistic vision for how we can repair it. Deep new rifts are tearing apart the fabric of the United States and other Western societies: thriving cities versus rural counties, the highly skilled elite versus the less educated, wealthy versus developing countries. As these divides

deepen, we have lost the sense of ethical obligation to others that was crucial to the rise of post-war social democracy. So far these rifts have been answered only by the revivalist ideologies of populism and socialism, leading to the seismic upheavals of Trump, Brexit, and the return of the far-right in Germany. We have heard many critiques of capitalism but no one has laid out a realistic way to fix it, until now. In a passionate and polemical book, celebrated economist Paul Collier outlines brilliantly original and ethical ways of healing these rifts—economic, social and cultural—with the cool head of pragmatism, rather than the fervor of ideological revivalism. He reveals how he has personally lived across these three divides, moving from working-class Sheffield to hyper-competitive Oxford, and working between Britain and Africa, and acknowledges some of the failings of his profession. Drawing on his own solutions as well as ideas from some of the world's most distinguished social scientists, he shows us how to save capitalism from itself—and free ourselves from the intellectual baggage of the twentieth century.

Argues that technology is changing the way we understand human society and discusses how the disciplines of politics, culture, public debate, morality, and humanism will be affected when responsibility for them is delegated to technology.

An Economist Book of the Year Every minute of every day, our data is harvested and exploited... It is time to pull the plug on the surveillance economy. Governments and hundreds of corporations are spying on you, and everyone you know. They're not just selling your data. They're selling the power to influence you and decide for you. Even when you've explicitly asked them not to. Reclaiming privacy is the only way we can regain control of our lives and our societies. These governments and corporations have too much power, and their power stems from us--from our data. Privacy is as collective as it is personal, and it's time to take back control. Privacy Is Power tells you how to do exactly that. It calls for the end of the data economy and proposes concrete measures to bring that end about, offering practical solutions, both for policymakers and ordinary citizens.

"You might have trouble imagining life without your social media accounts, but virtual reality pioneer Jaron Lanier insists that we're better off without them. In Ten Arguments for Deleting Your Social Media Accounts Right Now, Lanier, who participates in no social media, offers powerful and personal reasons for all of us to leave these dangerous online platforms"--

Who Owns the Future? Simon and Schuster

In the tradition of Jaron Lanier's *You Are Not a Gadget*, a rousing, sharply argued—and, yes, inspiring!—reckoning with our blind faith in technology Can technology solve all our problems? Despite overwhelming evidence to the contrary, many of our most famous journalists, pundits, and economists seem to think so. According to them, “intelligent machines” and big data will free us from work, educate our children, transform our environment, and even make religion more user-friendly. This is the story they're telling us: that we should stop worrying and love our robot future. But just because you tell a story over and over again doesn't make it true. Curtis White, one of our most brilliant and perceptive social critics, knows all about the danger of a seductive story, and in *We, Robots*, he tangles with the so-called thinkers who are convinced that the future is rose-colored and robotically enhanced. With tremendous erudition and a punchy wit, White argues that we must be skeptical of anyone who tries to sell us on technological inevitability. And he gives us an alternative set of stories: taking inspiration from artists as disparate as Sufjan

Stevens, Lars von Trier, and François Rabelais, White shows us that by looking to art, we can imagine a different kind of future. No robots required.

Blogs are everywhere. They have exposed truths and spread rumors. Made and lost fortunes. Brought couples together and torn them apart. Toppled cabinet members and sparked grassroots movements. Immediate, intimate, and influential, they have put the power of personal publishing into everyone's hands. Regularly dismissed as trivial and ephemeral, they have proved that they are here to stay. In *Say Everything*, Scott Rosenberg chronicles blogging's unplanned rise and improbable triumph, tracing its impact on politics, business, the media, and our personal lives. He offers close-ups of innovators such as Blogger founder Evan Williams, investigative journalist Josh Marshall, exhibitionist diarist Justin Hall, software visionary Dave Winer, "mommyblogger" Heather Armstrong, and many others. These blogging pioneers were the first to face new dilemmas that have become common in the era of Google and Facebook, and their stories offer vital insights and warnings as we navigate the future. How much of our lives should we reveal on the Web? Is anonymity a boon or a curse? Which voices can we trust? What does authenticity look like on a stage where millions are fighting for attention, yet most only write for a handful? And what happens to our culture now that everyone can say everything? Before blogs, it was easy to believe that the Web would grow up to be a clickable TV-slick, passive, mass-market. Instead, blogging brought the Web's native character into focus—convivial, expressive, democratic. Far from being pajama-clad loners, bloggers have become the curators of our collective experience, testing out their ideas in front of a crowd and linking people in ways that broadcasts can't match. Blogs have created a new kind of public sphere—one in which we can think out loud together. And now that we have begun, Rosenberg writes, it is impossible to imagine us stopping. In his first book, *Dreaming in Code*, Scott Rosenberg brilliantly explored the art of creating software ("the first true successor to *The Soul of a New Machine*," wrote James Fallows in *The Atlantic*). In *Say Everything*, Rosenberg brings the same perceptive eye to the blogosphere, capturing as no one else has the birth of a new medium.

"Stephenson has a once-in-a-generation gift: he makes complex ideas clear, and he makes them funny, heartbreaking, and thrilling." —*Time* The #1 New York Times bestselling author of *Anathem*, Neal Stephenson is continually rocking the literary world with his brazen and brilliant fictional creations—whether he's reimagining the past (*The Baroque Cycle*), inventing the future (*Snow Crash*), or both (*Cryptonomicon*). With *Reamde*, this visionary author whose mind-stretching fiction has been enthusiastically compared to the work of Thomas Pynchon, Don DeLillo, Kurt Vonnegut, and David Foster Wallace—not to mention William Gibson and Michael Crichton—once again blazes new ground with a high-stakes thriller that will enthrall his loyal audience, science and science fiction, and espionage fiction fans equally. The breathtaking tale of a wealthy tech entrepreneur caught in the very real crossfire of his own online fantasy war game, *Reamde* is a new high—and a new world—for the remarkable Neal Stephenson. 'This is the most important - and fascinating - book yet written about how the digital age will affect our world' Walter Isaacson, author of *Steve Jobs* From two leading thinkers, the widely anticipated book that describes a new, hugely connected world of the future, full of challenges and benefits which are ours to meet and harness. *The New Digital Age* is the product of an unparalleled

collaboration: full of the brilliant insights of one of Silicon Valley's great innovators - what Bill Gates was to Microsoft and Steve Jobs was to Apple, Schmidt (along with Larry Page and Sergey Brin) was to Google - and the Director of Google Ideas, Jared Cohen, formerly an advisor to both Secretaries of State Condoleezza Rice and Hillary Clinton. Never before has the future been so vividly and transparently imagined. From technologies that will change lives (information systems that greatly increase productivity, safety and our quality of life, thought-controlled motion technology that can revolutionise medical procedures, and near-perfect translation technology that allows us to have more diversified interactions) to our most important future considerations (curating our online identity and fighting those who would do harm with it) to the widespread political change that will transform the globe (through transformations in conflict, increasingly active and global citizenries, a new wave of cyber-terrorism and states operating simultaneously in the physical and virtual realms) to the ever present threats to our privacy and security, Schmidt and Cohen outline in great detail and scope all the promise and peril awaiting us in the coming decades. A breakthrough book - pragmatic, inspirational and totally fascinating. Whether a government, a business or an individual, we must understand technology if we want to understand the future. 'A brilliant guidebook for the next century . . . Schmidt and Cohen offer a dazzling glimpse into how the new digital revolution is changing our lives' Richard Branson

'Stimulating, intelligent and enjoyable discussions of the most important issues of our day.' STEVEN PINKER 'From entrepreneurs to athletes, and world leaders to entertainers, this is a fascinating collection of interviews with some of the world's most influential individuals.' MARK CUBAN 'Thought Economics is a fine rebuke to the soundbite culture; these interviews are driven by real curiosity, and there is a wealth of wisdom here.' EDWARD STOURTON Since 2007, entrepreneur and philanthropist Vikas Shah has been on a mission to interview the people shaping our century. Including conversations with Nobel prizewinners, business leaders, politicians, artists and Olympians, he has been in the privileged position of questioning the minds that matter on the big issues that concern us all. We often talk of war and conflict, the economy, culture, technology and revolutions as if they are something other than us. But all these things are a product of us - of our ideas, our dreams and our fears. We live in fast-moving and extraordinary times, and the changes we're experiencing now, in these first decades of the twenty-first century, feel particularly poignant as decisions are made that will inform our existence for years to come. What started out as a personal interest in the mechanisms that inform our views of the world, and a passion for understanding, has grown into a phenomenal compilation of once-in-a-lifetime conversations. In this incredible collection, Shah shares some of his most emotive and insightful interviews to date. Chapters include: Chapter 1. On Identity: Who We Are Chapter 2. On Culture: The Context of Humanity Chapter 3. On Leadership: Bringing Humanity Together Chapter 4. On Entrepreneurship: The Creators and the Makers Chapter 5. On Discrimination and Injustice: Them and Us Chapter 6. On Conflict: War, Peace and Justice Chapter 7. On Democracy: A 2,500-year Experiment in Power Interviewees: Marina Abramovic, Professor Jim Al-Khalili, Professor Kwame Anthony Appiah, Professor Justin Barrett, Professor Sean Carroll, Professor Deepak Chopra, Professor George Church, Dame Jane Morris Goodall DBE, Sir Antony Gormley, Bear Grylls OBE, Professor Yuval Noah Harari, Sir Anish Kapoor CBE, Rose McGowan, Sam Neill,

Professor Steven Pinker, Dr Jordan B. Peterson, Sir Ken Robinson, Professor Carlo Rovelli, Sadhguru, Dr Carl Safina, Dr Elif Shafak, Philippe Starck, Professor Jack Szostak, Dr Maya Angelou (1928-2014), David Bailey CBE, Black Thought, Heston Blumenthal OBE, Ed Catmull, Alain Ducasse, Tracey Emin CBE, George the Poet, Paul Greengrass , Siddharth Roy Kapur, Lang Lang, Ken Loach, Yann Martel, Moby, Sir Andrew Motion, Rankin, Ritesh Sidhwani, Lemn Sissay MBE, .Saul Williams, Hans Zimmer, Carlo Ancelotti OSI, Mark Cuban, Professor Stew Friedman, Professor Green, Commander Chris Hadfield, Gary Hamel, Tony Hsieh, Arianna Huffington, Professor John Kotter, General Stanley McChrystal, General Richard Myers, Jacqueline Novogratz, Robert Bernard Reich, Nico Rosberg, Sheryl Sandberg, Stephen Schwarzman, General Sir Richard Shirreff, Hamdi Ulukaya, Jocko Willink, Sophia Amoruso, Steve Ballmer, Sir Richard Branson, Tory Burch, Stewart Butterfield, Steve Case, Dennis Crowley, Weili Dai, Sir James Dyson, Jamal Edwards MBE, Tony O. Elumelu, Scott Farquhar, Naveen Jain, Donna Karan, Kevin O'Leary , Robin Li, Kiran Mazumdar-Shaw, José Neves , Michael Otto, John Sculley, Gary Vaynerchuk, Jack Welch (1935-2020), will.i.am, Chip Wilson, Jerry Yang , Professor Muhammad Yunus, David Baddiel, Laura Bates, Lord John Bird MBE, Sir Philip Craven MBE, Dexter Dias QC , Melinda Ann Gates, Leymah Gbowee, Matt Haig, Afua Hirsch, Ruth Hunt, Jameela Jamil, L. A. Kauffman, Frederik Willem (F.W.) de Klerk, Iby Knill, Harry Leslie Smith (1923-2018), George Takei , Peter Tatchell, Ai WeiWei, Bertie Ahern, President Martti Ahtisaari, Professor Alexander Betts, Marina Cantacuzino, François Crépeau, Dr Shirin Ebadi, Ben Ferencz, Zeid Ra'ad Al Hussein, Gulwali Passarlay, Professor George Rupp, Lech Walesa, Jody Williams, Catherine Woolard, Alastair Campbell, Noam Chomsky, Vicente Fox, Professor A. C. Grayling, Toomas Hendrik Ilve, Susan Herman, Garry Kasparov, Michael Lewis, Ted Lieu, Moisés Naím, Admiral James Stavridis, Ece Temelkuran, Yanis Varoufakik, Guy Verhofstadt, Lord Woolf, Bassem Youssef

Routine discussions on public space typically omit a gamut of possibilities ripe for critical discussion. This book, the latest in the SOM Thinkersseries, aims to address these questions. Here, Rachel Monroe challenges American preconceptions of the wild, wide-open West by addressing issues of surveillance; the series' first fictional piece, by China Miéville, covers an under-examined area of public space under the guise of detective fiction; a study of public art by Ben Davis sheds light on the myths and stigmas that have accrued to public art, also asking what it can become; Christopher DeWolf shares a sensory navigation trip through a directionless Hong Kong; Michelle Nijhuis writes on the shifting ecologies of national parks; Sarah Fecht explores architecture and social life beyond Earth; while Jaron Lanier meditates on the idea of public space online, linking the prevailing, free-for-all model of the internet with a characteristically American yearning for freedom and repudiation of rules and structure. Also included are examples of public art works by Lawrence Weiner.

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. "Big data" refers to our burgeoning ability to crunch

vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. www.big-data-book.com

A Wired senior editor and virtual reality expert presents a captivating, candid glimpse into the future "realities" of this emerging technology: how we will use it to form previously impossible relationships, explore new frontiers of intimacy, and how it will forever change human connection. Heralded as the most significant technological innovation since the smartphone, virtual reality is poised to transform our very notions of life and humanity. Though this tech is still in its infancy, to those on the inside, it is the future. VR will change how we work, how we experience entertainment, how we feel pleasure and other emotions, how we see ourselves, and most importantly, how we relate to each other in the real world. And we will never be the same. Peter Rubin, senior culture editor for Wired and the industry's go-to authority on the subject, calls it an "intimacy engine." While once we needed another person to feel the sensations of closeness, trust, vulnerability, confidence, and titillation, VR will give us the ability to induce these sensations by ourselves for the first time in human history. This metamorphosis, Rubin argues, is going to have a powerful impact on relationships that will ripple throughout our society and our individual lives. A journey into this uncertain future and a glimpse at the cultural implications and promises of a new reality, Future Presence explores a host of complex questions about what makes us human, what connects us, and what is real. Offering a glimpse into the mind-blowing things happening in universities, labs, and tech companies around the world, Rubin leads readers on an entertaining tour of the weirdest, wildest corners of this fascinating new universe. Describing this book as "half travelogue and half crystal ball", Rubin will: Introduce readers to the creators and consumers of VR technology Show readers what an experience is like inside the current VR devices Explain how this technology will upend everything we know about human connection in the future At once the incredible, inevitable story of virtual reality's rise and a look towards the future of our fantasies, Future Presence is a deeply personal examination of what connects us, and an analysis of what relationships, empathy, and sex could look like—sooner than we think.

What happens when advances in technology allow many things to be produced for more or less nothing? And what happens when those things are then made available to the consumer for free? In his groundbreaking new book, The Long Tail author Chris Anderson considers a brave new world where the old economic certainties are being undermined by a growing flood of free goods - newspapers, DVDs, T-shirts, phones, even holiday flights. He explains why this has become possible - why new technologies, particularly the Internet, have caused production and distribution costs in many sectors to plummet to an extent unthinkable even a

decade ago. He shows how the flexibility provided by the online world allows producers to trade ever more creatively, offering items for free to make real or perceived gains elsewhere. He pinpoints the winners and the losers in the Free universe. And he demonstrates the ways in which, as an increasing number of things become available for free, our decisions to make use of them will be determined by two resources far more valuable than money: the popular reputation of what is on offer and the time we have available for it. In the future, he argues, when we talk of the 'money economy' we will talk of the 'reputation economy' and the 'time economy' in the same breath, and our world will never be the same again.

A Silicon Valley insider offers a provocative look at the dark side of the new digital revolution, Web 2.0, and its detrimental influence on modern-day culture, society, and business, explaining the devastating repercussions of this cult of the amateur and offering concrete solutions for countering its impact on modern life. Reprint. 17,500 first printing.

A stunningly original and timely collection that makes the case for “socialism, American style” It’s a strange day when a New York Times conservative columnist is forced to admit that the left is winning, but as David Brooks wrote recently, “the American left is on the cusp of a great victory.” Among Americans under thirty, 43 percent had a favorable view of socialism, while only 32 percent had a favorable view of capitalism. Not since the Great Depression have so many Americans questioned the fundamental tenets of capitalism and expressed openness to a socialist alternative. *We Own the Future: Democratic Socialism—American Style* offers a road map to making this alternative a reality, giving readers a practical vision of a future that is more democratic, egalitarian, inclusive, and environmentally sustainable. The book includes a crash course in the history and practice of democratic socialism, a vivid picture of what democratic socialism in America might look like in practice, and compelling proposals for how to get there from the age of Trump and beyond. With contributions from some of the nation’s leading political activists and analysts, *We Own the Future* articulates a clear and uncompromising view from the left—a perfectly timed book that will appeal to a wide audience hungry for change.

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The greatest threat to privacy today is not the NSA, but good-old American companies. Internet giants, leading retailers, and other firms are voraciously gathering data with little oversight from anyone. In Las Vegas, no company knows the value of data better than Caesars Entertainment. Many thousands of enthusiastic clients pour through the ever-open doors of their casinos. The secret to the company's success lies in their one unrivaled asset: they know their clients intimately by tracking the activities of the overwhelming majority of gamblers. They know exactly what games they like to play, what foods they enjoy for breakfast, when they prefer to visit, who their favorite hostess might be, and exactly how to keep them coming back for more. Caesars' dogged data-gathering methods have been so successful that they have grown to become the world's largest casino operator, and have inspired companies of all kinds to ramp up their own data mining in the hopes of boosting their targeted marketing efforts. Some do this themselves. Some rely on data brokers. Others clearly enter a moral gray zone that should make American consumers deeply uncomfortable. We live in an age when our personal information is harvested and aggregated whether we like it or not. And it is growing ever more difficult for those businesses that choose not to engage in more intrusive data gathering to compete with those that do. Tanner's timely warning resounds: Yes, there are many benefits to the free flow of all this data, but there is a dark, unregulated, and destructive netherworld as well.

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