



Ride the Wave: How 12 Technologies will Change the World and Make You Rich

Fred A. Rogers, Richard Lalich

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Ride that wave into a new era of prosperity...or be swept away by the wave. Despite its stagnant appearance, the world is about to be hit by a massive wave of technology-driven economic change. Careers, fortunes and businesses will be made and destroyed, almost overnight. In "Ride the Wave", you'll learn about the 12 dazzling technologies of the coming "golden age" and how you can profit from them. Drawing upon over three decades of research and consulting for tens of thousands of the world's top executives, investors, and venture capitalists at the world's leading corporations and government agencies, Fred Rogers and Richard Lalich now explain the next phase of the Digital Revolution for a wider audience. Filled with startling facts, insights, and predictions, "Ride the Wave" shows you how to position yourself and your firm to profit in this new era of prosperity. You'll discover what types of business to start, where to invest for tomorrow's big profits, and how your life will be transformed by the 12 technologies. Along the way, you'll learn the fascinating answers to 14 critical questions: How and why can we be certain that the world is on the verge of the greatest economic turn-around in history? What lies beyond Moore's Law and why does it make so much difference? How will trillions of networked computers improve every aspect of every life on the planet? How will "smart machines" impact your career, life, and investments? What are "service robots" and how will they change our lives, our cities, and our businesses? Why do we care about quantum computers? (They really are a big deal.) What will the amazing potential of bioinformatics mean for you? Why will "personalized medicine" become the dominant 21st century healthcare paradigm? How will bio-reengineering literally save our world? How will synthetic life forms impact our economy and our lives? What happens when we begin to understand how the brain works? How will nanomaterials, microelectromechanical systems, and digital fabrication end the "Age of Scarcity"? How will the American energy revolution unleash the wave that changes the world? How will you use these trends to take command of your future? "Ride the Wave" devotes one chapter to each of those 13 questions, explaining the latest breakthroughs in biotech, artificial intelligence, nanotechnology, MEMS, and much more - as well as the practical implications for these technologies for our everyday lives, our businesses, and our investments. In the tradition of best-selling books like "The Rational Optimist" by Matt Ridley, and "Abundance" by Peter H. Diamandis and Steven Kotler, "Ride the Wave" offers solid, compelling evidence that the future will be brighter than most people expect. And it will be even brighter for those who know what's coming.

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