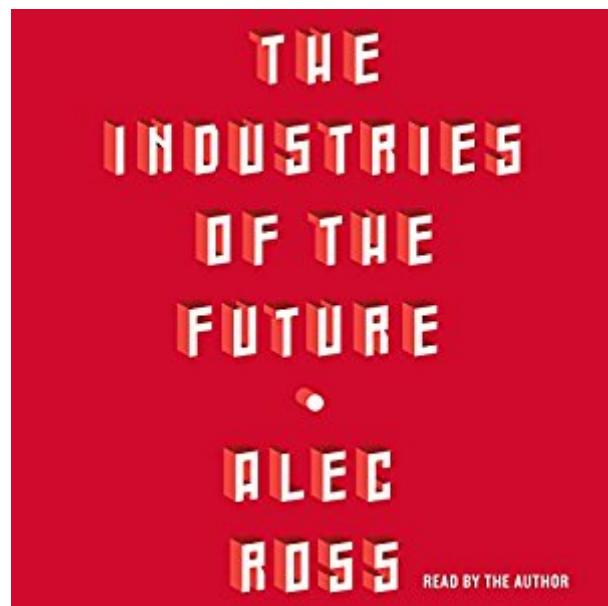


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# The Industries Of The Future



## Synopsis

Leading innovation expert Alec Ross explains what's next for the world, mapping out the advances and stumbling blocks that will emerge in the next 10 years - for businesses, governments, and the global community - and how we can navigate them. While Alec Ross was working as Hillary Clinton's senior advisor on innovation, he traveled to 41 countries. He visited some of the toughest places in the world - from refugee camps of Congo to Syrian war zones. From phone-charger stands in Eastern Congo to R&D labs in South Korea, Ross has seen what the future holds. Over the past two decades, the Internet has radically changed markets and businesses worldwide. In *The Industries of the Future*, Ross shows us what's next, highlighting the best opportunities for progress and explaining why countries thrive or sputter. He examines the specific fields that will most shape our economic future over the next 10 years, including cybercrime and cybersecurity; the commercialization of genomics; the next step for big data; and the coming impact of digital technology on money, payments, and markets. And in each of these realms, Ross addresses the toughest questions: How will we have to adapt to the changing nature of work? Is the prospect of cyberwar sparking the next arms race? How can the world's rising nations hope to match Silicon Valley in creating their own innovation hotspots? Ross blends storytelling and economic analysis to give a vivid and informed perspective on how sweeping global trends are affecting the ways we live, incorporating the insights of leaders ranging from tech moguls to defense experts. *The Industries of the Future* takes the intimidating, complex topics that many of us know to be important and boils them down into clear, plain-spoken language. This is an essential work for understanding how the world works - now and tomorrow - and a must-listen for businesspeople in every sector, from every country.

## Book Information

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## Customer Reviews

The Industries of the Future by Alec Ross  
The Industries of the Future is an informative and accessible book about the next economy and how this next wave of innovation will affect our societies. Leading expert on innovation and former Senior Advisor for Innovation to Secretary of State Hillary Clinton, Alec Ross, explores the industries that will drive the next 20 years of change. This 320-page insightful book includes the following six chapters: 1. Here Come the Robots, 2. The Future of the Human Machine, 3. The Code-ification of Money, Markets, and Trust, 4. The Weaponization of Code, 5. Data: The Raw Material of the Information Age, and 6. The Geography of Future Markets.

**Positives:**

- 1. A well-researched, well-written book.
- 2. An interesting topic in the hands of a gifted author: the industries of the future that will transform our societies in the next 20 years.
- 3. A good format. The book includes six chapters each covering topics of interest such as: robotics, advanced life sciences, the code-ification of money, cybersecurity, and big data.
- 4. Factoids abound throughout this book. *About 70 percent of total robot sales take place in Japan, China, the United States, South Korea, and Germany* known as the *big five* in robotics.
- 5. A fascinating look at robots and where they are more likely to emerge.
- 6. Concepts worth discussing, singularity. *Within the robotics community, the future of technology is wrapped up in the concept of singularity, the theoretical point in time when artificial intelligence will match or surpass human intelligence.*
- 7. Cool technology for the near future. *There is ample reason to think that robodrivers will be safer than we are now. Accidents are caused by the four Ds: distraction, drowsiness, drunkenness, and driver error.*
- 8. The future of genomics. *Genomics is going to have a bigger impact on our health than any single innovation*
- 9. The dark side of genomics, designer babies.
- 10. Insightful information on coded money. *He views Square as a product that can help these struggling areas incubate new businesses.*
- 11. The impact of mobile phones. *In 2002, only 3 percent of Africans used mobile phones. Today that number is over 80*

percent and growing at a faster rate than any other region of the world.<sup>12</sup> Cyberattacks, the Wild West. <sup>13</sup> There are three main types of cyberattacks today: attacks on a network's confidentiality, availability, and integrity.<sup>14</sup> The impact of digitization. <sup>15</sup> The digitization of nearly everything is poised to be one of the most consequential economic developments of the next ten years.<sup>16</sup> Gosler's is not a lone voice. James R. Clapper, director of national intelligence, warned Congress in February 2015 that cyberattacks pose a greater long-term threat to national security than terrorism.<sup>17</sup> The future careers with the most demand, cybersecurity. Find out why.<sup>18</sup> The role of big data for the future. <sup>19</sup> Even more impressive, though, is the role that big data might be able to serve in significantly reducing hunger, probably the longest-running challenge for humanity.<sup>20</sup> Precision agriculture also offers the promise of a major reduction in pollution.<sup>21</sup> In the final chapter, Ross talks about what it will take to compete and succeed in the industries of the future.<sup>22</sup> Cities as innovation hubs. <sup>23</sup> An important aspect of what makes major cities thrive is infrastructure, along with the analytics programs that allow people to use that infrastructure more efficiently.<sup>24</sup> The clash between open and closed societies. <sup>25</sup> The principal political binary of the last half of the 20th century was communism versus capitalism. In the 21st century, it is open versus closed.<sup>26</sup> The empowerment of women. <sup>27</sup> In 2013, China led the world in the percentage of women in senior management positions<sup>28</sup> 51 percent. Half of the world's wealthiest female billionaires live in China.<sup>29</sup> It turns out that Rwanda is the only country in the world with a democratically elected parliamentary body that is majority female.<sup>30</sup> A solid conclusion section that brings it all together.

**Negatives:**

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

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

**Further recommendations:**

- <sup>31</sup> The Fourth Industrial Revolution by Klaus Schwab, <sup>32</sup> The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies <sup>33</sup> by Erik Brynjolfsson and Andrew McAfee, <sup>34</sup> Race Against the Machine <sup>35</sup> by the same authors, <sup>36</sup> Rise of the Robots <sup>37</sup> by Martin Ford, <sup>38</sup> Our Final Invention <sup>39</sup> by James Barrat, <sup>40</sup> Tomorrowland <sup>41</sup> by

by Steven Kotler, "Singularity Is Near" by Ray Kurzweil, "The Price of Inequality" by Joseph Stiglitz, "Why Nations Fail" by Daron Acemoglu, and "Saving Capitalism" by Robert B. Reich.

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

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

> Acquired Michael GreenGold 07.12.17 > The Industries of the Future > Latest Known Update 02.07.17 With On-Going Paper Updates By Author Alec J. Ross > One of America's Leading Expert on Innovation & offers an Essential Book for Understanding how the World works, both Now and Tomorrow > Must-Read For Global Business People & Forward Thinkers, etc. > 306+Pages > A Fascinating Vision Of The Future Of Industry With Introduction, Six+ Sections & Conclusion : The Most Important Job You Will Ever Have... > Michael GreenGold...

If you're well-versed on some these subjects it won't all be new, but overall it's a well-written, well-researched, engaging, and entertaining book. I think this book is particularly interesting to someone who likes tech, entrepreneurship, and innovation, but honestly I would recommend this to anyone. The appeal is definitely very broad. All in all, one of the better books I've read in a long time; I barely put it down until I finished it and will gladly read Ross' next book

Excellent read. Read it along with *The Seventh Sense*--which is the best book in this field.

Very informative as to the way we are going in society and in turn how manufacturing is going or

could go. The projections are very interesting. If a person thinks about it it's not all that far fetching. An awful lot of this stuff is ready happening right now. We just have to see how far things will go. It does give you a idea of how you might want to line up your ducks though.

Coming from someone who's spent considerable effort trying to understand how the world is dealing with innovation and current and future trends, this book is an amazing up to date summary of what to come in the next decade and beyond. Great, fluid read with a very focused approach.

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