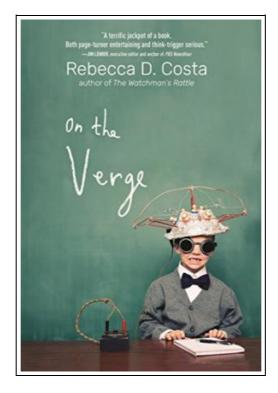
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Reviews

This book is definitely not easy to get going on reading but extremely entertaining to learn. It is actually filled with knowledge and wisdom I am very easily will get a delight of reading a composed ebook.

(Krystina Breitenberg)

ON THE VERGE (HARDBACK)



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Rosettabooks, 2017. Hardback. Condition: New. Language: English . Brand New Book. There can be no greater advantage than certainty of the future. Not in nature. Not in business. Not in governance. So begins Rebecca Costa s much-awaited exploration of foresight: the crowning achievement of human ambition. According to Costa, advances in Big Data, predictive analytics, genomics, artificial intelligence, and other breakthroughs have made it possible to pinpoint future results with mind-blowing accuracy - cracking the door to what Costa calls predaptation: the ability to adapt before the fact. Never before has the information needed to avert danger, get the jump ahead of others, or prepare for the inevitable been so clearly within grasp. Through fascinating real-life examples, Costa reveals how technology has brought nations, businesses, and individuals to the edge of clairvoyance. Yet, our ability to act on foreknowledge often falls short - causing leaders to squander the advantage of preemption. To counteract this failure, Costa illuminates 12 principles of adaptation, and predaptation, used to succeed in fast-moving environments. In the spirit of the best in popular science, On the Verge is a landmark examination of big-picture forces affecting society today. Costa s unique sociobiological perspective, combined with her ability to blend humor, breaking science, and insightful personal stories, distinguishes her as one of the most important female thought leaders of our time.



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