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Whiplash: How To Survive Our Faster Future



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Synopsis

"The future," as the author William Gibson once noted, "is already here. It’s just unevenly distributed." WHIPLASH is a postcard from that future. The world is more complex and volatile today than at any other time in our history. The tools of our modern existence are getting faster, cheaper, and smaller at an exponential rate, just as billions of strangers around the world are suddenly just one click or tweet or post away from each other. When these two revolutions joined, an explosive force was unleashed that is transforming every aspect of society, from business to culture and from the public sphere to our most private moments. Such periods of dramatic change have always produced winners and losers. The future will run on an entirely new operating system. It’s a major upgrade, but it comes with a steep learning curve. The logic of a faster future oversets the received wisdom of the past, and the people who succeed will be the ones who learn to think differently. In WHIPLASH, Joi Ito and Jeff Howe distill that logic into nine organizing principles for navigating and surviving this tumultuous period. From strategically embracing risks rather than mitigating them (or preferring "risk over safety") to drawing inspiration and innovative ideas from your existing networks (or supporting "pull over push"), this dynamic blueprint can help you rethink your approach to all facets of your organization. Filled with incredible case studies and leading-edge research and philosophies from the MIT Media Lab and beyond, WHIPLASH will help you adapt and succeed in this unpredictable world.

Customer Reviews

"WHIPLASH remarkably, entertainingly, and, most importantly, optimistically gives critical context for the exponential evolution in which we find ourselves, then provides a path toward adaptability and flexibility. In short, it’s a badass read."Ã¢â ¬â ¢J. J. Abrams"This book is a brilliant and provocative guide to reading the tea leaves of technological change. It’s a great mix of stories, analysis, and practical tips. Read it or get left behind."Ã¢â ¬â ¢Walter Isaacson, bestselling author of Steve Jobs and president and CEO, Aspen Institute, "Earnestly followed, their nine principles will promote fluidity, exalt hybridity, make our brains receptive and elastic, in other words prepare us to navigate our present and grow our future."Ã¢â ¬â ¢Paola Antonelli, senior curator, Museum of Modern Art,

Joichi "Joi" Ito has been recognized for his work as an activist, entrepreneur, venture capitalist, and advocate of emergent democracy, privacy, and Internet freedom. As director of the MIT Media Lab, he is currently exploring how radical new approaches to science and technology can transform society in substantial and positive ways. Ito has served as both board chair and CEO of Creative

Commons, and sits on the boards of Sony Corporation, Knight Foundation, the John D. and Catherine T. MacArthur Foundation, The New York Times Company, and The Mozilla Foundation. Ito's honors include TIME magazine's "Cyber-Elite" listing in 1997 (at age 31) and selection as one of the "Global Leaders for Tomorrow" by the World Economic Forum (2001). In 2008, BusinessWeek named him one of the "25 Most Influential People on the Web." In 2011, he received the Lifetime Achievement Award from the Oxford Internet Institute. In 2013, he received an honorary D.Litt from The New School in New York City, and in 2015 an honorary Doctor of Humane Letters degree from Tufts University. In 2014, he was inducted into the SXSW Interactive Hall of Fame; also in 2014, he was one of the recipients of the Golden Plate award from the Academy of Achievement.Jeff Howe is the program coordinator for Media Innovation at Northeastern, and an assistant professor at Northeastern University. A longtime contributing editor at Wired magazine, he coined the term crowdsourcing in a 2006 article for that magazine. In 2008 he published a book with Random House that looked more deeply at the phenomenon of massive online collaboration. Called Crowdsourcing: How the Power of the Crowd is Driving the Future of Business, it has been translated into ten languages. He was a Nieman Fellow at Harvard University during the 2009-2010 academic year, and is currently a visiting scholar at the MIT Media Lab. He has written for the Washington Post, Newyorker.com, The New York Times, Time, Newsweek, and many other publications. He currently lives in Cambridge with his wife and two children.

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