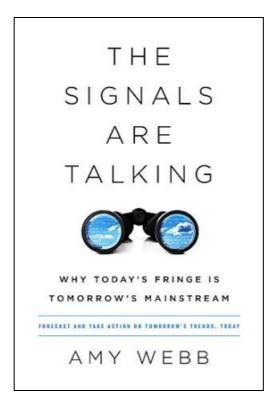
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INGRAM PUBLISHER SERVICES US, United States, 2018. Paperback. Condition: New. Reprint. Language: English. Brand New Book. A Washington Post Bestseller Winner of the 2017 Axiom Business Book Award in Business Technology Amy Webb is a noted futurist who combines curiosity, skepticism, colorful storytelling, and deeply reported, real-world analysis in this essential book for understanding the future. The Signals Are Talking reveals a systemic way of evaluating new ideas bubbling up on the horizon-distinguishing what is a real trend from the merely trendy. This book helps us hear which signals are talking sense, and which are simply nonsense, so that we might know today what developments-especially those seemingly random ideas at the fringe as they converge and begin to move toward the mainstream-that have long-term consequence for tomorrow. With the methodology developed in The Signals Are Talking, we learn how to think like a futurist and answer vitally important questions: How will a technology-like artificial intelligence, machine learning, self-driving cars, biohacking, bots, and the Internet of Things-affect us personally? How will it impact our businesses and workplaces? How will it eventually change the way we live, work, play, and think-and how should we prepare for it now? Most importantly, Webb persuasively shows that the future isn t something that happens to us passively. Instead, she allows us to see ahead so that we may forecast what s to come-challenging us to create our own preferred futures.



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