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The Industries of the Future

Alec Ross

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The Industries of the Future

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The Industries of the Future Alec Ross
Leading innovation expert Alec Ross explains what's next for the world: the advances and stumbling blocks that will emerge in the next ten years, and how we can navigate them.

While Alec Ross was working as Senior Advisor for Innovation to the Secretary of State, he traveled to forty-one countries, exploring the latest advances coming out of every continent. From startup hubs in Kenya to R&D labs in South Korea, Ross has seen what the future holds.

In *The Industries of the Future*, Ross shows us what changes are coming in the next ten years, 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, including robotics, cybersecurity, the commercialization of genomics, the next step for big data, and the coming impact of digital technology on money and markets.

In each of these realms, Ross addresses the toughest questions: How will we 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? And what can today's parents do to prepare their children for tomorrow?

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, plainspoken language. This is an essential book for understanding how the world works—now and tomorrow—and a must-read for businesspeople in every sector, from every country.

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