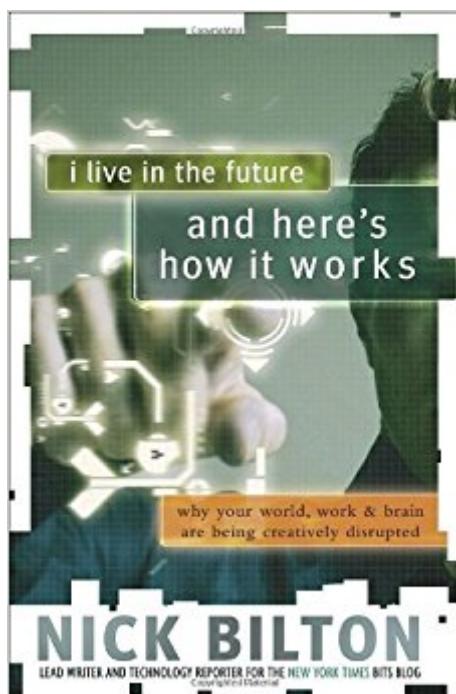


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# I Live In The Future & Here's How It Works: Why Your World, Work & Brain Are Being Creatively Disrupted



## Synopsis

Are we driving off a digital cliff and heading for disaster, unable to focus, maintain concentration, or form the human bonds that make life worth living? Are media and business doomed and about to be replaced by amateur hour? The world, as Nick Biltonâ "with tongue-in-cheekâ "shows, has been going to hell for a long, long time, and what we are experiencing is the twenty-first-century version of the fear that always takes hold as new technology replaces the old. In fact, as Bilton shows, the digital era we are part of is, in all its creative and disruptive forms, the foundation for exciting and engaging experiences not only for business but society as well. Both visionary and practical, *I Live in the Future & Hereâ™s How It Works* captures the zeitgeist of an emerging age, providing the understanding of how a radically changed media world is influencing human behavior:â Â Â â ¢â With a walk on the wild sideâ "through the porn industryâ "we see how this business model is leading the way, adapting product to consumer needs and preferences and beating piracy. â Â Â â ¢â By understanding how the Internet is creating a new type of consumer, the âœconsumnivore,â • living in a world where immediacy trumps quality and quantity, we see who is dictating the type of content being created. â Â Â â ¢â Through exploring the way our brains are adapting, we gain a new understanding of the positive effect of new media narratives on thinking and action. One fascinating study, for example, shows that surgeons who play video games are more skillful than their nonplaying counterparts. â Â Â â ¢â Why social networks, the openness of the Internet, and handy new gadgets are not just vehicles for telling the world what you had for breakfast but are becoming the foundation for âœanchoring communitiesâ • that tame information overload and help determine what news and information to trust and consume and what to ignore. â Â Â â ¢â Why the map of tomorrow is centered on âœMe,â • and why that simple fact means a totally new approach to the way media companies shape content. â Â Â â ¢â Why people pay for experiences, not content; and why great storytelling and extended relationships will prevail and enable businesses to engage with customers in new ways that go beyond merely selling information, instead creating unique and meaningful experiences. â *I Live in the Future & Hereâ™s How It Works* walks its own talk by creating a unique reader experience: Semacodes embedded in both print and eBook versions will take readers directly to Biltonâ™s website ([www.NickBilton.com](http://www.NickBilton.com)), where they can access videos of the author further developing his point of view and also delve into the research that was key to shaping the central ideas of the book. The website will also offer links to related content and the ability to comment on a chapter, allowing the reader to join the conversation. From the Hardcover edition.

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## Customer Reviews

In his first book, Bilton, lead technology writer for the New York Times and an avowed technophile whose professional life is defined by effectively anticipating and analyzing new tech trends, focuses on how mobile devices like iPads and smart phones have changed the corporate landscape.

Content distribution, personalized marketing, and protection of profits are of paramount concern to companies, yet many are ill-equipped to address the changing attitudes of the younger generation.

While Bilton deftly synthesizes content from the evolution of the porn industry to the relevance of Twitter, he has little to say to people who have actually followed or embraced these tech shifts. But people who view the iPad as a fad or hold their breath for the comeback of conventional newspapers will be educated by Bilton's straightforward analysis. He does a particularly good job of comparing the development of the Internet to past technological advances like the railroad and the printing press (though he could explore more deeply in order to better explain his reasoning).

Though savvy readers will find nothing new here, the more technophobic among us will benefit. (c)

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"A bold and provocative look at the future of storytelling. It's about the virtues of video games, the science of cocktail parties, and the new business model of journalism. It's about a world in which the medium is mostly irrelevant, and the message is everything. Read this book if you want to get your message right. • "Jonah Lehrer, author of the New York Times bestseller *How We Decide* Nick Bilton has written a rollicking, upbeat guide to the digital world "a peek into our

near future, where news, storytelling, and even human identity are transformed. It's a fascinating book from a man who has helped pilot the New York Times into a new age of online journalism. If you're wondering or worried about the future of media, this is your road map. "Clive Thompson, Wired magazine columnist and contributing editor Bilton doesn't just live in the future, he also understands the past. *I Live in the Future* explains how our communications tools shaped our present, how new tools are shaping our future, and what we should do to take advantage of all this opportunity." Clay Shirky, author of *Cognitive Surplus* and *Here Comes Everybody* From the Hardcover edition.

## Insightful

Nick's book is every bit as good as his writing as the lead technology writer for the Bits section. It's a hell of a read - fast paced and keeps you glued; perfect for a plane or a beach. There's just one great lie about this book: that it's about the future. I almost didn't read it for that reason - guesses about the future are wrong so often that you might as well just read science fiction. But that's not what the author's writing about. He tells us about the present, speeding by us at 100 mph. From the opening admission that he no longer reads his own paper (at least not on paper) to the cautionary ending, this is only about the future insofar as you're not keeping up with the present. And this present is a delight indeed.

I bought the book because I assumed by its title that it will be a clever analysis of how the near future (next 5 years) will look like, evaluating trends and things to notice and maybe make sure that we're part of on a business level. But the book was less about the "I live in the future and this is how it looks" and much more about the sub-title "Why Your World, Work, and Brain Are Being Creatively Disrupted". The review of different current trends is nice for someone who's not involved in this fields already. So if the book wasn't called "I live in the future" it would be a good description of what it is and I'd probably wouldn't have been as disappointed. So if you're looking for future trends this isn't the book for you (there are just a few highlights in that regard). If you're looking for some overview of the current trends then this is good enough.

I've been a fan of Nick's writing on the New York Times' 'bits' blog for some time. His first book doesn't disappoint. It takes along and broad view of how technology is changing culture and, in particular, media. It looks at the important 'slow' impact and delivers some important thinking in a

provocative, fun writing style that moves at a good clip. I devoured the book in one flight. Alongside Shirky's 'Cognitive Surplus' and Kevin Kelly's forthcoming 'What Technology Wants' this is one of three important books this year that gives us a better map of the impact of technology. Well worth a read.

It reads as long NY Times article and even though there is lots of interesting research mentioned it does not say anything really surprising. But what is great about the book is its optimism and openness to the new. Basically it says that our world is changing and even though this transition might be bumpy there is no need to worry. We have been there before and change is good. It turned me in to a techno-optimist, at least now in a days after reading it. I would definitely recommend it. And it was a first book I bought on my Kindle - impulse buy after I read an article in NY Times about it on my Kindle while traveling in a city tram.

Bilton's book has an interesting social dynamic blending his commentary with options for other readers. I was initially skeptical about the inclusion of QR codes writing them off as a gimmick. However as I jumped to the mobile website between chapters I was pleasantly surprised at how many other readers had left their own interesting takes on the chapters. Well worth the read.

Well done, this book is interesting, thought provoking and entertaining. Bilton is on target and he has a clear vision of the how the world around us is changing.

Very good book, with relevant up to date analysis of current situation in the media. Including social media and other media. As a marketing professional found it businesswise helpful as well. My recommendation definitely! Adrian

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