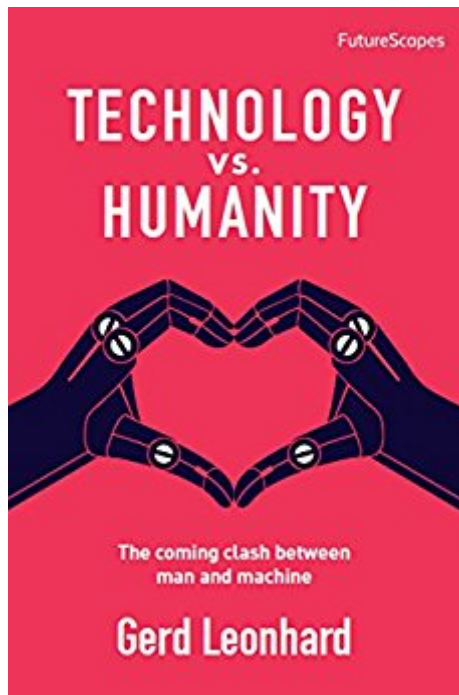


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# Technology Vs. Humanity: The Coming Clash Between Man And Machine (FutureScapes)



## Synopsis

Futurist Gerd Leonhard breaks new ground again by bringing together mankind's urge to upgrade and automate everything down to human biology itself with our timeless quest for freedom and happiness. Before it's too late, we must stop and ask the big questions: How do we embrace technology without becoming it? When it happens gradually, then suddenly the machine era will create the greatest watershed in human life on Earth. Technology vs. Humanity is one of the last moral maps we'll get as humanity enters the Jurassic Park of Big Tech. Artificial intelligence. Cognitive computing. The Singularity. Digital obesity. Printed food. The Internet of Things. The death of privacy. The end of work-as-we-know-it, and radical longevity: The imminent clash between technology and humanity is already rushing towards us. What moral values are you prepared to stand up for before being human alters its meaning forever? Gerd Leonhard is a new kind of futurist schooled in the humanities as much as in technology. In his most provocative book to date, he explores the exponential changes swamping our societies, providing rich insights and deep wisdom for business leaders, professionals and anyone with decisions to make in this new era. If you take being human for granted, press Reset now with this passionately argued call to create a genuinely braver new world.

## Book Information

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## Customer Reviews

Technology vs. Humanity is a lovely response to the puffed up declarations from Silicon Valley executives that their businesses aren't just delivering products that people enjoy, but are bringing salvation itself to humanity. Author Gerd Leonhard has done the startup thing. He knows the culture, including its vanities, but he doesn't respond to the digital fundamentalism of Singularity believers with a luddite fundamentalism of his own. Leonhard gives digital technology it's due - it can help people to make some important social improvements. All that Leonhard is calling for is a balanced approach to the consideration of new technologies, with equal consideration of the value of human experience alongside the value of computational efficiency. This book is a solid first stab at a response to the irresponsibly disruptive culture of get rich quick silicon schemes, but it's not without flaws. For one thing, the author's compelling central argument is weakened by the book's inflated sense of urgency. Leonhard exaggerates the degree to which digital devices have already become integrated into our society, describing a degree of algorithmic infiltration that aptly describes the aspirations of tech executives and enthusiasts but sounds silly to people who keep their feet planted outside the rarified bubbles in certain parts of San Francisco and Seattle. "As far as man-machine convergence is concerned, weâ™re not quite in a land where we stay at home while our cyborg doubles live out our lives for us," Leonhard writes. Actually, we're not at all close to this mythical land. There's a big difference between the theory of how new technologies could transform our society and what's actually taking place.

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