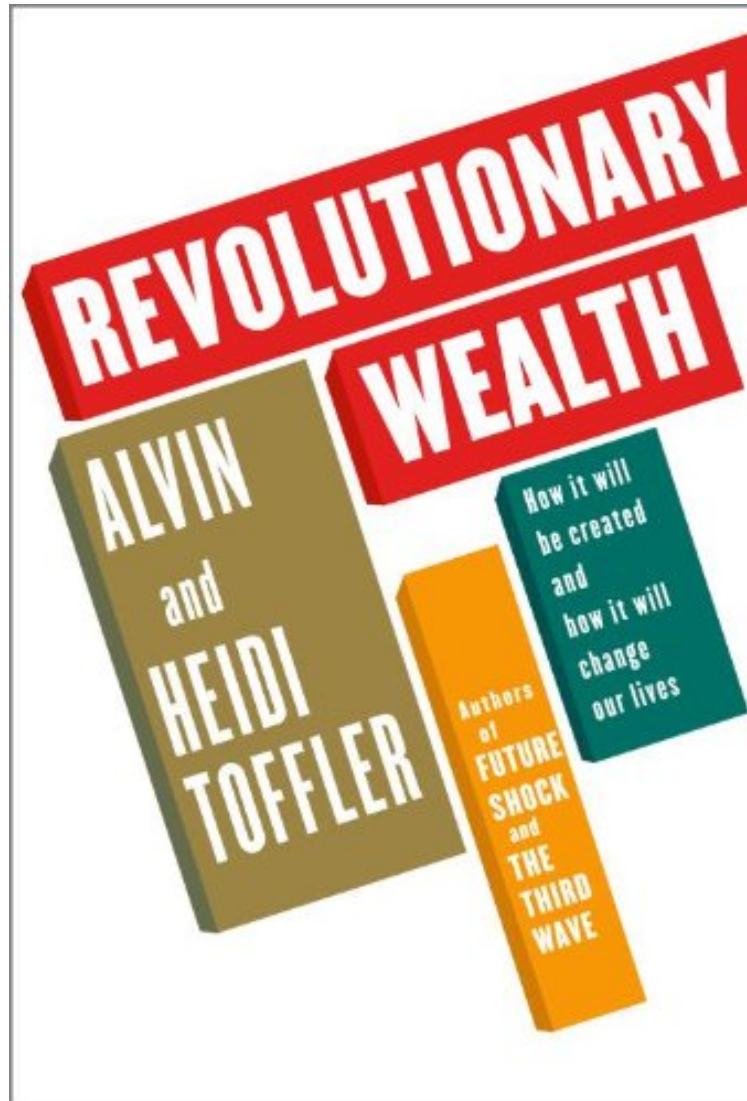


## Revolutionary Wealth

*Alvin Toffler, Heidi Toffler*

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**Alvin Toffler, Heidi Toffler : Revolutionary Wealth** before purchasing it in order to gage whether or not it would be worth my time, and all praised Revolutionary Wealth:

1 of 1 people found the following review helpful. Changing times.By the grey catThe times, they are a changing. There's something going on here and you don't know what it is, do you, Mr. Jones? But if you want to know, there's probably no better way to start than by reading Revolutionary Wealth. With Toffler and Marshall McLuhan, you have a good introduction to the current world. Toffler provides a viewpoint that comprehends both the Teabaggers and the Sanders supporters (which are part of the frightened reaction to the same stresses). I can't recommend Revolutionary Wealth enough. It has become my go-to book to give.0 of 0 people found the following review helpful. Revolutionary

WealthBy W. WeberThe hardcover was installed upside down but I won't judge it by its cover. I liked reading it because it tugged me back from my day-to-day mindset and forced my attention on the greater view. It reminded me that congress is bent on giving away our personal online preferences instead of giving us the option to sell them as our personal wealth. That we are not represented at all.1 of 1 people found the following review helpful. Insights every voter should comprehendBy Chadds Ford, PA ManAlvin Toffler always has the gift of explaining complex issues in a clear understandable fashion. This is a book that every US voter should read to cast an intelligent vote for all contenders for public office. Sadly I think if we took a poll we would be shocked at how few Congress people have ever read it. This book would go a long way to educating the sound bite so called Right and the ranting Tea Party to the reality of the current global political and economic situation. It would also go far to educate the Leftist side of the electorate. Understanding what he put forth in this and his previous books would insure an intelligent vote rather than continuing with uneducated, emotional votes. This is a book that should be read in 12th grade in all public high schools.

Starting with the publication of their seminal bestseller, *Future Shock*, Alvin and Heidi Toffler have given millions of readers new ways to think about personal life in today's high-speed world with its constantly changing, seemingly random impacts on our businesses, governments, families and daily lives. Now, writing with the same rare grasp and clarity that made their earlier books classics, the Tofflers turn their attention to the revolution in wealth now sweeping the planet. And once again, they provide a penetrating, coherent way to make sense of the seemingly senseless. *Revolutionary Wealth* is about how tomorrow's wealth will be created, and who will get it and how. But twenty-first-century wealth, according to the Tofflers, is not just about money, and cannot be understood in terms of industrial-age economics. Thus they write here about everything from education and child rearing to Hollywood and China, from everyday truth and misconceptions to what they call our "third job"—the unnoticed work we do without pay for some of the biggest corporations in our country. They show the hidden connections between extreme sports, chocolate chip cookies, Linux software and the "surplus complexity" in our lives as society wobbles back and forth between depressing decadence and a hopeful post-decadence. In their earlier work, the Tofflers coined the word "prosumer" for people who consume what they themselves produce. In *Revolutionary Wealth* they expand the concept to reveal how many of our activities—whether parenting or volunteering, blogging, painting our house, improving our diet, organizing a neighborhood council or even "mashing" music—pump "free lunch" from the "hidden" non-money economy into the money economy that economists track. Prosuming, they forecast, is about to explode and compel radical changes in the way we measure, make and manipulate wealth. Blazing with fresh ideas, *Revolutionary Wealth* provides readers with powerful new tools for thinking about—and preparing for—their future. From the Hardcover edition.

From Publishers WeeklyThis latest futurist forecast by the Tofflers, the husband-and-wife authors of *Future Shock*, anxiously surveys hundreds of technological, economic and social developments, including globalization, the rise of China, the decay of Europe, the decline of nuclear families, kids today, satellites, genetic engineering, alternative energy sources, frequent-flyer miles, the Internet and the rise of a new economic group, "prosumers" (those who create goods and services "for [their] own use or satisfaction, rather than for sale or exchange"). Above all, the authors note the ever-accelerating speed and transience of all things such that nanoseconds are now too slow and will be replaced by even zippier "zeptoseconds." The Tofflers try, none too incisively, to order the chaos by invoking the "deep fundamentals" of time, space and the cutting-edge "knowledge economy" that is fast outdistancing obsolete industrial-era government institutions. The Tofflers' mantra of "revolutionary wealth" implies that there's money to be made from the maelstrom, but their specific prognostications—the "explosion" of a nonmonetary "prosumer" economy of family care, hobbies and volunteerism; embedded "pinky chips" combining ID and credit cards; the comeback of barter—seem underwhelming or unlikely. 200,000 first printing(May 2) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From BooklistToffler's 1970 book *Future Shock* was a warning shot across the bow, predicting how our adjustment to the rapid acceleration of technological change in the new "super-industrial society" would cause disorientation and dysfunction in the general population. Although facets of the mass disintegration Toffler predicted have come to pass, much of society has come to embrace technology in ways Toffler couldn't have imagined 36 years ago. In the interim, Toffler has continued his futurist prognostications, most notably with *The Third Wave* (1984) and *Power Shift* (1991). With his wife Heidi, Toffler continues his series of scholarly commentary on social and economic change with a look at the revolutionary ways that wealth will be created in the future. The Tofflers' main theme is prosumerism, a trend whereby the division between the creator and consumer of goods and services blurs. Companies are quietly shunting much of their labor costs off onto the consumer: using ATMs or going online instead of seeing a bank teller and using self-checkout at the grocery store. The computer has opened up avenues of wealth creation that shatter the concept of the "job" as a relationship between employer and employee. Toffler's pessimism has certainly tempered in the years since *Future Shock*; this time the

authors take a historical perspective and wax philosophical on this little slice in time we call the twenty-first century. David Siegfried Copyright copy; American Library Association. All rights reserved "In Future Shock, the Tofflers warned that many people 'will find it increasingly painful to keep up with the incessant demand for change that characterizes our time. For them, the future will have arrived too soon.' These days, from Baghdad to Bangalore to Boston, it seems more likely that people worry that the future will arrive too late. That's no small change, and it's one on which the Tofflers have been shining a light for years." --The New York Times Book "Alvin and Heidi Toffler... show no signs of losing touch with the bleeding edge or slowing down. Their book is loaded with bits of intelligence..." --USA Today "Revolutionary Wealth... will act as a valuable guideline for the future of our world. The success of Korea as an IT powerhouse and leader in the new age of knowledge-based economy can be attributed to the lessons I learned through... books such as The Third Wave and Future Shock." --Kim Dae-jung, former president of South Korea "Brilliant, incisive and seminal, this book will be talked about for years to come. Highly recommended." --Library Journal "Revolutionary Wealth brings an exciting new dimension to the Tofflers' body of work. As we struggle to navigate the complexities of the rapidly changing wealth system that confronts us all, it provides an invaluable roadmap to our financial future." --Newt Gingrich From the Hardcover edition.