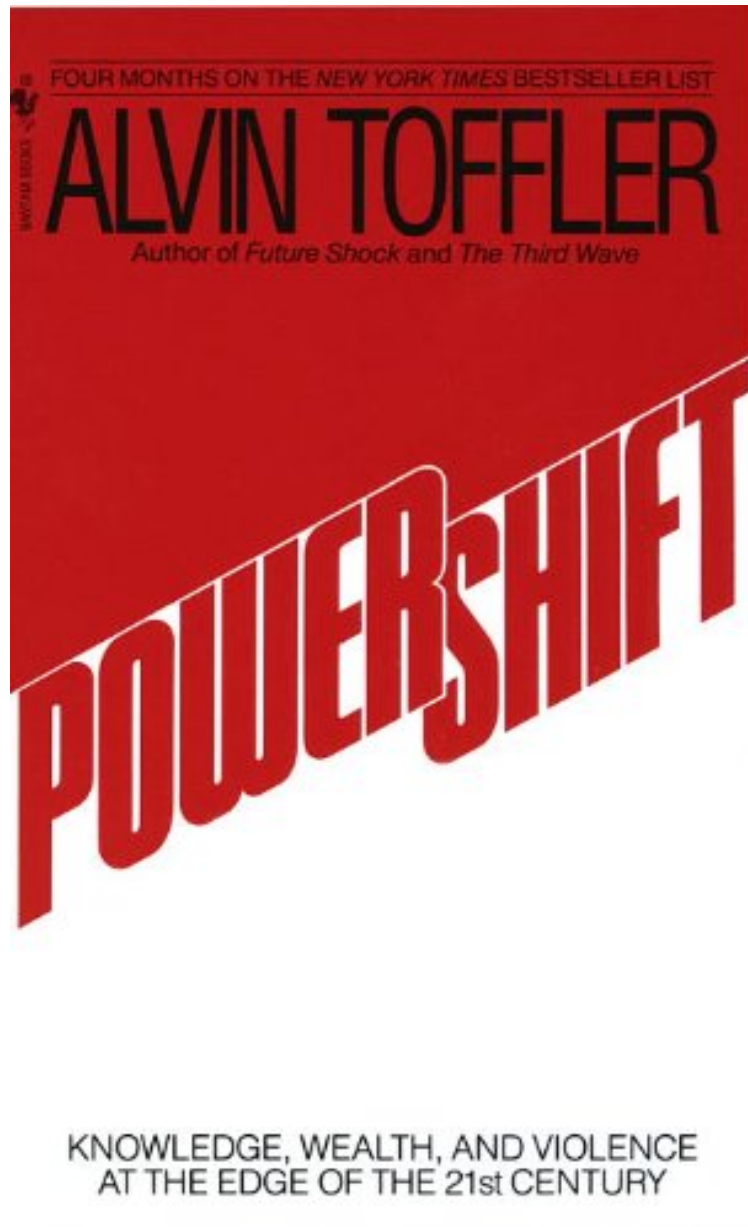


[E-BOOK] Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century

# **Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century**

*Alvin Toffler*

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**Alvin Toffler : Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century** before purchasing it in order to gage whether or not it would be worth my time, and all praised Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century:

6 of 6 people found the following review helpful. Don't get locked into your means to power and security  
 By Whip '59  
 After "Future Shock" I was anxious to see how Mr. Toffler would carry forward the account of accelerating change and what we can do differently to anticipate its impact by joining it. As we face this shift which includes monopolization of violence (law and order); sublimation of violence into law; and population's dependence on money I couldn't help wondering whether the next power shift should be ethics. That is stop wasting resources on protection from the ravages of greed and dishonesty. Could we develop a society that has learned how to control the selfish ego while harnessing the ingenuity and initiative that have often been driven by selfish greed? Thank you, Alvin, for opening my mind with deeply researched and very understandably expressed logical theories that summarize the human condition and enabling readers to "see the way forward."  
 4 of 4 people found the following review helpful. In My Top 10 Books  
 By John G. Jazwiec  
 Why should you read a book written almost 30 years ago? Because there are special people like the Toffler's that can see the future. This book I read when it was released and just re-read it. When I read it for the first time, my painful conversations with my blue-color friends, on why it was okay to be in a service economy vs. a manufacturing economy led to a painful breakdown on why we were moving toward a knowledge economy. This book needs to be read, so that, we all can understand, that just as it is ignorant to forget the past, it is just as erroneous to ignore the future. Toffler's book is an amazing seminal reading of how special people can see into the future. When you read it you will be amazed as to how almost everything predicted happened over the last 30 years did happen in retrospect. And it will lead you to understand why time is being compressed and what took 30 years to unfold will likely happen in 1/10 of the time.  
 3 of 3 people found the following review helpful. Future Shock  
 By Barbarian  
 His books are very timely and something prophetic!

Alvin Toffler's *Future Shock* and *The Third Wave* are among the most influential books of our time. Now, in *Powershift*, he brings to a climax the ideas set forth in his previous works to offer a stunning vision of the future that will change your life. In *Powershift*, Toffler argues that while headlines focus on shifts of power at the global level, equally significant shifts are taking place in the everyday world we all inhabit: the world of supermarkets and hospitals, banks and business offices, television and telephones, politics and personal life. The very nature of power is changing under our eyes. *Powershift* maps the info-wars of tomorrow and outlines a new system of wealth creation based on individualism, innovation, and information. As old political antagonisms fade, Toffler identifies where the next, far more important world division will arise: not between East and West or North and South, but between the fast and the slow. In *Powershift*, Alvin Toffler has formulated the deepest, most comprehensive synthesis yet written about the civilization of the twenty-first century. It is one of the most important books you will ever read. Praise for *Powershift* [A] sweeping synthesis . . . by placing the accelerated changes of our current information age in the larger perspective of history, Mr. Toffler helps us to face the future with less wariness and more understanding. *The New York Times Book Review* An insightful guide to a bewildering present and a frightening future . . . thought-provoking on every page. *Newsday*

From *Publishers Weekly* Knowledge, not violence nor money, is the essence of power in the information age, claims Toffler ( *Future Shock* ) as he observes "info-wars" raging in such arenas as computers, high-definition TV, electronic networks, and industrial espionage, and the fight for control of customer data by retailers, manufacturers, banks and credit-card issuers. He hails the emerging "flex-firm," a company open to many types of free-form "counterbureaucratic" organization. Toffler credits junk-bond salesman Michael Milken with making finance more competitive and less monopolistic. Assessing the "power triad" of the U.S./Japan/Western Europe, he deems European nations the least stable link, with Germany gaining ascendancy. He looks warily at "Global Gladiators"--drug cartels, Khomeini, multinationals, the Pope--who challenge the boundaries of the nation-state. Toffler's inflated, slogan-slugging probe entertains as it serves up bytes of information and insight, some provocative, some facile. Copyright 1990 Reed Business Information, Inc. From *Library Journal* Following *Future Shock* ( LJ 7/70) and *The Third Wave* ( LJ 4/1/80), this final volume of Toffler's trilogy on revolutionary change argues that the control of knowledge has become the principal means to create wealth and power. Aided by the widespread use of computers and other communications technologies, this "powershift," Toffler predicts, will dramatically alter the world's political balance. The superpowers will no longer dominate, since massive military power and control of natural resources will diminish in importance. Access to the latest information will allow developing countries to skip stages of economic growth. On the business level, executives will use knowledge as an instrument to gain control of their companies. Unfortunately, Toffler's thesis suffers from an unclear concept of power, failing to distinguish clearly between influence and the use or threat of force, and some of his claims about the power of knowledge seem exaggerated. The book's best feature is the wide range of information it contains, presented in an easy-to-read style. Previewed in *Prepub Alert*, LJ 7/90.- David Gordon, Bowling Green State Univ., Ohio Copyright 1990 Reed Business Information, Inc. [A] sweeping synthesis . . . by placing the accelerated changes of our current information age in the larger perspective of history, Mr. Toffler helps us to face the future with less wariness and more understanding. *The New York Times Book An*

insightful guide to a bewildering present and a frightening future . . . thought-provoking on every page. Newsday