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A WASHINGTON POST BESTSELLER

THE SIGNALS ARE TALKING



WHY TODAY'S FRINGE IS TOMORROW'S MAINSTREAM

FORECAST AND TAKE ACTION ON TOMORROW'S TRENDS, TODAY

AMY WEBB

A Fast Company best book of the year A Washington Post bestseller Winner of the 2017 Axiom Business Book Award in Business Technology

How do you tell a real trend from the merely trendy? How, for example, will a technology--like artificial intelligence, machine learning, self-driving cars, biohacking, bots, and the Internet of Things--affect us, our businesses, and workplaces? How will it eventually change the way we live, work, play, and think--and how should we prepare for it now?

In The Signals Are Talking, noted futurist Amy Webb shows us how to analyze the "true signals"--those patterns that will coalesce into a trend with the potential to change everything--and land on the right side of disruption. The future, Webb shows, isn't something that happens to us passively. Using a proven, tested methodology, she enables us to see ahead and forecast what's to come--challenging us to create our own preferred futures.

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