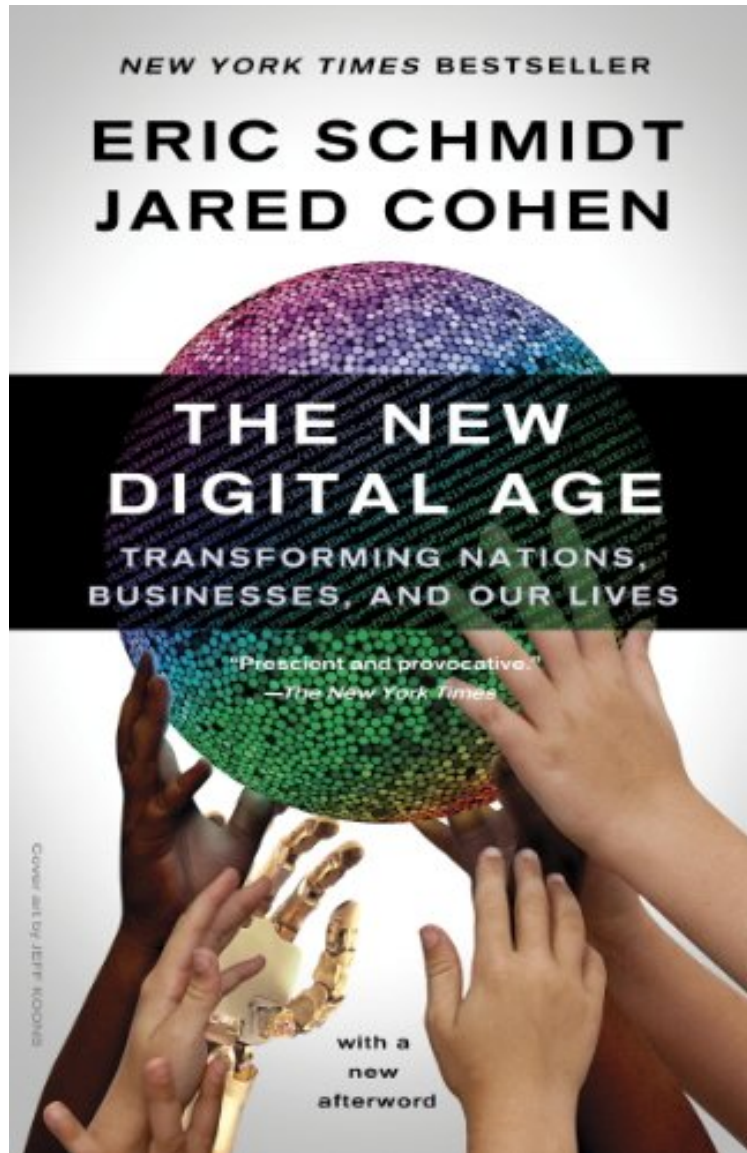


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The New Digital Age: Transforming Nations, Businesses, and Our Lives

Eric Schmidt, Jared Cohen

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Eric Schmidt, Jared Cohen : The New Digital Age: Transforming Nations, Businesses, and Our Lives before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Digital Age: Transforming Nations, Businesses, and Our Lives:

1 of 1 people found the following review helpful. strangely shallow but decent and well-meaning book By Jeffrey Hart What you get in this book is a glimpse of a lot of issues connected with the digital age from Eric Schmidt, who

was CEO of Google from 2001 to 2001 (and is now chairman), and Jared Cohen, who currently works for Google but previously was employed as an adviser to Hillary Clinton at the US Department of State. Most of the book, as the title suggests, is about the impact of digital technologies on domestic and international politics. Cohen was probably the main source of ideas on politics while Schmidt contributed ideas about the direction and impact of new technologies. Since I read Evgeny Morozov's book *The Net Delusion*, in which Jared Cohen's ideas are subjected to rather harsh criticism, I was expecting to disagree with what this book had to say about the impact of digital technologies on world affairs. But I guess Cohen also read Morozov's book because he seems to have anticipated objections to the general optimism of earlier works on the impact of information technologies. So what you get is a basically positive view of that impact of information technologies with provisos and qualifications, most of which are reasonable. Still there are some passages that read like gee-whiz advertising copy and the book ends with the following two sentences: "We cannot eliminate inequality or abuse of power, but through technological inclusion we can help transfer power into the hands of individual people and trust that they will take it from there. It won't be easy, but it will be worth it." 1 of 1 people found the following review helpful. Not worth your time, read *Wired* and *Fast Company* instead, more Cohen than Schmidt. By Mark P. McDonald. This book is not so much about the New Digital Age as it is recounting recent history. Schmidt and Cohen point out that this book arose out of their visits to Iraq and Afghanistan. That experience and recent nightly news reports dominate the content and direction of this book. In short, the idea is 'everything changes' but in ways you already have heard about. I purchased this book thinking that I would get opinion, ideas and insight from two people who are at the center of the digital world. I have heard Schmidt speak and he is not sharing his thoughts or impressions in this book. Instead, it seems like he has led his name to the book and it's really a Jared Cohen book. The table of contents tells it all: Chapter 1: Our future selves Chapter 2: The future of Identity, Citizenship and Reporting Chapter 3: The future of states Chapter 4: The future of revolution Chapter 5: The future of terrorism Chapter 6: The future of conflict, combat and intervention Chapter 7: The future of reconstruction. The future in each of these chapters is simple, we are all connected, we all have information, we are all independent yet we face off against powerful and interventionist forces in nation states creating a struggle with no specific outcome or end. Really, this could have been a book that defined the digital age -- as indicated in the title -- instead it rehashes things most people already know about without getting behind the drivers, consequences and potential futures. No case studies, few examples, ample assertions and statements that seek to create FUD rather than solve problems. Not worth your time, regrettably, as the authors pedigree leads you to expect more. 0 of 0 people found the following review helpful. Thought provoking, apprehensions not warranted. By Robert T. Cooper. A couple of family members became interested in this book after the authors appeared on the Glenn Beck program. So the book was purchased, and I became the first in the family to read it. I liked the book because it was well-written and thought provoking. The style is not popular, nor is it academic, but rather somewhere in between. Moreover, the reading level approaches that of the academic. Perhaps it is inevitable, given the subject matter. But if you are considering the book, do not let this keep you from buying it. Yes, it may take you a little longer than normal to read it, but you will be glad you did. I was apprehensive prior to reading the book. I thought it would be so full of Google geekspeak that it would be beyond my comprehension. To be honest, the book does have a bit of jargon in it; yet that is not the point of the book and should not deter most readers. Nearly all the industry vocabulary may be understood from the context. For those few terms that differ from the norm one may, well, google them. :-). The book is divided into broad chapters by what might be termed policy concerns. Then the chapters are divided into narrower sub-concerns. This lends the reading to take place in medium-sized sections, with time to briefly put down the book and think between. If you want to know what the leaders of Google (and for that matter, Facebook, Yahoo, and others) believe about the direction of our world and the ways technology will impact those directions, this is the book for you. Perhaps, like nearly all futurist books, not all of their predictions will happen exactly as prognosticated; yet the possibilities will inspire the reader.

In an unparalleled collaboration, two leading global thinkers in technology and foreign affairs give us their widely anticipated, transformational vision of the future: a world where everyone is connected; a world full of challenges and benefits that are ours to meet and to harness. Eric Schmidt is one of Silicon Valley's great leaders, having taken Google from a small startup to one of the world's most influential companies. Jared Cohen is the director of Google Ideas and a former adviser to secretaries of state Condoleezza Rice and Hillary Clinton. With their combined knowledge and experiences, the authors are uniquely positioned to take on some of the toughest questions about our future: Who will be more powerful in the future, the citizen or the state? Will technology make terrorism easier or harder to carry out? What is the relationship between privacy and security, and how much will we have to give up to be part of the new digital age? In this groundbreaking book, Schmidt and Cohen combine observation and insight to outline the promise and peril awaiting us in the coming decades. At once pragmatic and inspirational, this is a forward-thinking account of where our world is headed and what this means for people, states and businesses. With the confidence and clarity of visionaries, Schmidt and Cohen illustrate just how much we have to look forward to -- and beware of -- as the greatest information and technology revolution in human history continues to evolve. On individual, community and state levels, across every geographical and socioeconomic spectrum, they

reveal the dramatic developments—good and bad—that will transform both our everyday lives and our understanding of self and society, as technology advances and our virtual identities become more and more fundamentally real. As Schmidt and Cohen's nuanced vision of the near future unfolds, an urban professional takes his driverless car to work, attends meetings via hologram and dispenses housekeeping robots by voice; a Congolese fisherwoman uses her smart phone to monitor market demand and coordinate sales (saving on costly refrigeration and preventing overfishing); the potential arises for "virtual statehood"; and "Internet asylum" to liberate political dissidents and oppressed minorities, but also for tech-savvy autocracies (and perhaps democracies) to exploit their citizens' mobile devices for ever more ubiquitous surveillance. Along the way, we meet a cadre of international figures—including Julian Assange—who explain their own visions of our technology-saturated future. Inspiring, provocative and absorbing, *The New Digital Age* is a brilliant analysis of how our hyper-connected world will soon look, from two of our most prescient and informed public thinkers.

From Booklist If prominence correlates with the attention paid to a prognosticator, there will be great interest in the outlook for the Internet, according to Google executive Schmidt. With Cohen, Schmidt addresses incipient trends in an individual's engagement with the Internet to introduce his main subject, how nation-states and businesses will capitalize or cope with the velocity, connectivity, and mutation of the Internet. In the author's analysis, governments and companies face in the virtual world, as they have in the physical world, an intelligence challenge. Referencing Internet incidents galore, they warn of a perpetual "code war" between attackers and defenders and expand upon this type of conflict within authoritarian and democratic states. Citing the Arab Spring as an example, Schmidt and Cohen predict that its online propagation presages an easier initiation of future revolutions, which nevertheless face uncertain outcomes when they encounter, as they eventually must, the material powers of a state. Peering forward to the Internet's influence on international affairs, this work of futurology combines optimism and pessimism in an informed and levelheaded presentation. --Gilbert Taylor "The New Digital Age is a considered workhellip;It shifts the debate about technology, elevating it from mundane arguments about the utility of dating apps to the wider issues of how technology interacts with power."--The Economist "This is the most important—and fascinating—book yet written about how the digital age will affect our world. With vivid examples and brilliant analysis, it shows how the internet and other communications technologies will empower individuals and transform the way nations and businesses operate. How will different societies make tradeoffs involving privacy, freedom, control, security, and the relationship between the physical and virtual worlds? This realistic but deeply optimistic book provides the guideposts. It's both profoundly wise and wondrously readable." --Walter Isaacson, author of *Steve Jobs* "Every day, technological innovations are giving people around the world new opportunities to shape their own destinies. In this fascinating book, Eric Schmidt and Jared Cohen draw upon their unique experiences to show us a future of rising incomes, growing participation, and a genuine sense of community—if we make the right choices today." --Bill Clinton "Eric Schmidt and Jared Cohen have produced a searching meditation on technology and world order. Even those who disagree with some of their conclusions will learn much from this thought-provoking volume." --Henry A. Kissinger "This is the book I have been waiting for: a concise and persuasive description of technology's impact on war, peace, freedom, and diplomacy. The New Digital Age is a guide to the future written by two experts who possess a profound understanding of humanity's altered prospects in a wireless world. There are insights on every page and surprising conclusions (and questions) in every chapter. For experts and casual readers alike, Eric Schmidt and Jared Cohen have produced an indispensable book." --Former U.S. secretary of state Madeleine Albright "Jared Cohen and Eric Schmidt have written a brilliant book that should be required reading for anyone who wishes to understand the huge ramifications of the Age of Google not only for our lifestyles but, more importantly, for our privacy, our democracy and our security. If you already know about the law of photonics, data remanence, Stuxnet, Flame, DDoS attacks and CRASH (the Clean-Slate Design of Resilient, Adaptive, Secure Hosts) then you can probably skip it. If, like me, this is all news to you, you had better download *The New Digital Age* today. The 'techno-optimistic' case will never be more smartly argued." --Niall Ferguson, author of *Civilization: The West and the Rest* "The New Digital Age is must-reading for anyone who wants to truly understand the depths of the digital revolution. Combining the skills of a social scientist and a computer scientist, Schmidt and Cohen blend the technical and the human, the scientific and the political, in ways I rarely saw while in government. They challenge the reader's imagination on almost every page." --General Michael Hayden, former director of the CIA "This is a book that describes a technological revolution in the making. How we navigate it is a challenge for countries, communities and citizens. There are no two people better equipped to explain what it means than Eric Schmidt and Jared Cohen." --Tony Blair "Few people in the world are doing more to imagin—and build—the new digital age than Eric Schmidt and Jared Cohen. With this book, they are looking into their crystal ball and inviting the world to peek in." --Michael R. Bloomberg "Eric Schmidt and Jared Cohen's thoughtful, well-researched work elucidates the staggering impact of technology on our daily lives, as well as what surprising and incredible developments the future

may hold. Readers might be left with more questions than answers, but that's the idea—we are at our best when we ask "What's next?" —Elon Musk, cofounder of Tesla Motors and PayPal; The New Digital Age offers an intriguing fusion of ideas and insights about how the virtual world is intersecting with the Westphalian order. It seeks a balance between the discontinuities of technologists' revolutions and the traditionalism of internationalists' study of states, power, and behavior. The authors explain that technology is not a panacea, yet the uses of technology can make a world of difference. This book should launch a valuable debate about the practical implications of this new connectivity for citizens and policy makers, societies and governments. —Robert B. Zoellick, former president of the World Bank Group; We have long needed an incisive study of how the ever-evolving world of technology leaves almost no aspect of life unchanged. We have it in The New Digital Age. Eric Schmidt and Jared Cohen offer a rigorous approach to decoding what the future holds in a story that is as well written and entertaining as it is important. —General Brent Scowcroft, former National Security Advisor; At last, a brilliant guide book for the next century—what the future holds for entrepreneurs, revolutionaries, politicians, and ordinary citizens alike. Schmidt and Cohen offer a dazzling glimpse into how the new digital revolution is changing our lives. This book is the most insightful exploration of our future world I've ever read, and once I started reading I was simply unable to put it down. —Sir Richard Branson, founder and chairman, Virgin Group; This brilliant book will make you re-examine your concepts of the digital age, the way the world works, what lies ahead, and what all this means for you, your family and your community. A must read. —Mohamed El-Erian, chair, President Obama's Global Development Council; This work of futurology combines optimism and pessimism in an informed and level-headed presentation. —Booklist; Ambitious [and] fascinating . . . [this] book is filled with tantalizing examples of futuristic goods and services. —Anna Kuchment, Scientific American; [Schmidt and Cohen] encapsulate a vast sweep of ideas, including personal citizenship online and off, censorship of electronic information as national policy, and even what future revolutions will look like in years to come . . . A thoughtful and well-balanced prognostication of what lies ahead. —Kirkus

About the Author
ERIC SCHMIDT is executive chairman of Google, where he served as chief executive officer from 2001 to 2011. A member of the President's Council of Advisors on Science and Technology, Schmidt also chairs the board of the New America Foundation and is a trustee of the Institute for Advanced Study in Princeton, New Jersey.
JARED COHEN is director of Google Ideas and an Adjunct Senior Fellow at the Council on Foreign Relations. He is a Rhodes Scholar and the author of several books, including *Children of Jihad* and *One Hundred Days of Silence*. He is a member of the Director's Advisory Board at the National Counterterrorism Center.