

# WHIPLASH: HOW TO SURVIVE OUR FASTER FUTURE BY JOI ITO, JEFF HOWE



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## Review

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"This exhilarating and authoritative book actually makes sense of our incredibly fast-paced, high-tech society. A standout among titles on technology and innovation, it will repay reading--and rereading--by leaders in all fields."?Kirkus (starred review)

#### About the Author

Joichi "Joi" Ito has been recognized for his work as an activist, entrepreneur, venture capitalist, and advocate of emergent democracy, privacy, and Internet freedom. As director of the MIT Media Lab, he is currently exploring how radical new approaches to science and technology can transform society in substantial and positive ways. Ito has served as both board chair and CEO of Creative Commons, and sits on the boards of Sony Corporation, Knight Foundation, the John D. and Catherine T. MacArthur Foundation, The New York Times Company, and The Mozilla Foundation. Ito's honors include TIME magazine's "Cyber-Elite" listing in 1997 (at age 31) and selection as one of the "Global Leaders for Tomorrow" by the World Economic Forum (2001). In 2008, BusinessWeek named him one of the "25 Most Influential People on the Web." In 2011, he received the Lifetime Achievement Award from the Oxford Internet Institute. In 2013, he received an honorary D.Litt from The New School in New York City, and in 2015 an honorary Doctor of Humane Letters degree from Tufts University. In 2014, he was inducted into the SXSW Interactive Hall of Fame; also in 2014, he was one of the recipients of the Golden Plate award from the Academy of Achievement.

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**Whiplash: How To Survive Our Faster Future By Joi Ito, Jeff Howe.** In undertaking this life, several individuals constantly attempt to do and also get the finest. New expertise, encounter, session, and also every little thing that can improve the life will certainly be done. Nonetheless, lots of people sometimes really feel puzzled to obtain those things. Feeling the limited of experience and sources to be much better is one of the does not have to possess. Nevertheless, there is a really easy thing that could be done. This is what your instructor constantly manoeuvres you to do this. Yeah, reading is the response. Reviewing a book as this Whiplash: How To Survive Our Faster Future By Joi Ito, Jeff Howe and also other referrals can enhance your life quality. How can it be?

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"The future," as the author William Gibson once noted, "is already here. It's just unevenly distributed." WHIPLASH is a postcard from that future. The world is more complex and volatile today than at any other time in our history. The tools of our modern existence are getting faster, cheaper, and smaller at an exponential rate, just as billions of strangers around the world are suddenly just one click or tweet or post away from each other. When these two revolutions joined, an explosive force was unleashed that is transforming every aspect of society, from business to culture and from the public sphere to our most private moments. Such periods of dramatic change have always produced winners and losers. The future will run on an entirely new operating system. It's a major upgrade, but it comes with a steep learning curve. The logic of a faster future oversets the received wisdom of the past, and the people who succeed will be the ones who learn to think differently. In WHIPLASH, Joi Ito and Jeff Howe distill that logic into nine organizing principles for navigating and surviving this tumultuous period. From strategically embracing risks rather than mitigating them (or preferring "risk over safety") to drawing inspiration and innovative ideas from your existing networks (or supporting "pull over push"), this dynamic blueprint can help you rethink your approach to all facets of your organization. Filled with incredible case studies and leading-edge research and philosophies from the MIT Media Lab and beyond, WHIPLASH will help you adapt and succeed in this unpredictable world.

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## Features

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23 of 24 people found the following review helpful.

Distilled guidance for an uncertain tech future.

By RJB

All of Joi's intelligence and guidance about our "learn, unlearn and relearn" future wrapped up in one book. Guidance from Joi Ito for tech startups and companies employing tech (all of them now) has proven invaluable for the last two decades. This book distills the many lectures, Facebook live chats, blog entries and other wisdom from this man who Business Week once said was one of the 25 most influential people on the Web. Highly recommended.

9 of 9 people found the following review helpful.

Joi Ito of the MIT Media Lab Offers Nine Principles For Facing The Future

By Alan L. Chase

This book is a MUST READ for anyone who needs to think about innovation and the rapid pace of change leading to an uncertain future. Authors Joi Ito, Director of MIT's iconic Media Lab, and Jeff Howe, a visiting scholar at the Media Lab, have opened a window into the principles that drive innovation and research at the Lab. The structure of the book introduces each of the 9 principles and how they impact the setting of research priorities. The principles are illustrated and elucidated through vignettes that tell how researchers at MIT and beyond have employed the antidisciplinary ethos of the Lab to forge teams of women and men from a wide and disparate set of fields of study and expertise.

The 9 principles are:

Emergence Over Authority

Pull Over Push

Compasses Over MAs

Risk Over Safety

Disobedience Over Compliance

Practice Over Theory

Diversity Over Ability

Resilience Over Strength

Systems Over Objects

I have had some personal interactions with scholars at the Media Lab, so I have had the privilege of seeing these principles in operation on the research bench and in prototypes. Several years ago, I was invited to be an outside set of eyes and ears and voice at the weekly luncheons that were held by the City Science initiative within the Media Lab. The level of creativity and cross-disciplinary innovation (Joi Ito prefers the terms "antidisciplinary") is without equal.

Ito and Howe make the point that much of future innovation will take place in the interstitial spaces - in the white space - between recognized academic disciplines. This book offers a robust examination of how we will get to an era when the walls that keep disciplines isolated from each other have dissolved. The anticipated changes have tremendous implications for developments in the fields of education, technology, medicine and artificial intelligence.

The book is appropriate for academics as well as for lay readers who are intrigued with how we will get to the uncertain future that is dawning faster than we can assimilate the changes.

15 of 16 people found the following review helpful.

Over stretched

By Peng Jin



The points highlighted in this book are all good points, but they are rather easy-to-understand ideas that can be adequately articulated in a blog article. If you are familiar with this type of concepts, there is not a lot of depth here. The key points are: embrace uncertainty, collaborative over individual efforts, adaptability over rigidity, etc.

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