

MEGACHANGE: THE WORLD IN 2050 BY D. FRANKLIN, JOHN ANDREWS



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A look at the fundamental trends that are changing the world, from the experts at The Economist

"Megatrends" are great forces in societal development that have profound impacts on states, markets, and civil society in the now and for the years to come. They can effectively be employed as a starting point for analyzing our world. Megachange: The World in 2050 looks at these sweeping, fundamental trends that are changing the world faster than at any time in human history.

Including chapters on approximately twenty of these "megatrends," each elegantly outlined by contributors from The Economist, and rich in supporting facts and graphics, the book is a compelling read as well as a valuable research and reference tool.

- Groups the "megatrends" that are shaping our world into several categories: People, Life and Death, Economy and Business, and Knowledge
- Each trend is covered in a concise but detailed chapter written by an expert from The Economist
- Edited by Daniel Franklin, Executive Editor of The Economist

Packed with important information about the forces that shape our world, Megachange is a fascinating new look to the future from the experts at The Economist.

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Most helpful customer reviews

34 of 38 people found the following review helpful.

Very factual and less than imaginative; shallow analysis

By Jaewoo Kim

As an avid reader, I thought many chapters of this book stated facts, ideas, and deductions that have been told and maybe even retold in other publications and best sellers. To me this book was quite redundant.

The book has 20 chapters and each chapter is written by a different writer associated with the Economist

magazine.

For many chapters, the title was more noteworthy than the content. For example, in a chapter titled "The exponential future", the author basically restates the title. The future technology will grow exponentially and it will have profound (only couple of vague examples given) impact on the future. In another chapter labeled "The Asian century", the author states that China's rising population and economy will make a substantial impact on the global economy and the Asian economy as a whole. Oh really? So where is the deeper analysis and imagination?

If you have never read a book about the future trends (probably majority), then the contents in this book will be very noteworthy. I meet way too many Americans who are still stuck with "America is #1" mentality when America is quickly losing its edge in practically everything. For example, as this book states, did you know that America's life expectancy is not even top 30 in the world? The book also highlights that America's wealth doesn't coincide with its quality of life, which is low by OECD standards. Yes, Americans live way better than countries like North Korea, but its quality of life pales in comparison to many wealthier nations. The future doesn't look that much brighter either. It hurts me that America is losing its competitive and quality-of-life edge and it is frustrating to see how little of this is known by the general American public.

I recommend this book to the general population. I recommend it far less to those who are already familiar with much of the problems and advancements facing America and the world today how they might impact the future.

7 of 7 people found the following review helpful.

Practical, clearly written, systematic guide to the near future

By Rolf Dobelli

This anthology's essays forecast future developments in areas from social media to religion. Daniel Franklin, executive editor and business affairs editor of *The Economist*, and John Andrews, a writer for the magazine for 30 years, compiled and edited this volume. Since all 20 writers contribute to *The Economist*, they share a lucid style and a generally aligned conceptual framework. No one can promise accurate predictions, but these reporters share deeply informed insights about forces that will affect the world by 2050. The result is a useful, intriguing mosaic of the near future. The writers clearly explain complex concepts as their shared references let one essay build synergistically on the next. Readers who already know the contents of one essay will turn the page to remark on how startling the next one is. [getAbstract](#) recommends this collection to futurists, long-term planners, and readers interested in social analysis and forecasting.

11 of 14 people found the following review helpful.

The storms of creative destruction are blowing us to a better place

By Ron Immink

This is a quote directly from "Megachange, the world in 2050". Another future babble book in the same vain as "Everything we know is wrong", "Future Files", "Physics of the future", "Future minds" and "Flash foresight".

The book covers

Population (Demography is destiny, 9 billion by 2050, time bomb in ageing population, water, political violence, food, carbon)

Health (old age, innovation, genome sequencing)

Women' (will equalize, with choice comes pressure)

Social media' (Facebook, gaming, politics, mobile, embedded into products)

Culture '(art, local, importance of language)

Religion '(10,000 religions, unbelief biggest, fun)
Global warming' (Unrealistic rhetoric of action, Antarctica, technology)
War' (China, technology, robots, nuclear)
Freedom '(Berlesconifaction, complacency, fragmentation)
The state '(f***ed, not making hard decisions)
Emerging markets '(not for long, BRICKs, education and prosperity, services)
Globalisation (in trade, not in movement of people)
Rich and poor' (narrowing between countries, not between people)
Creative destruction (Schumpeter as the new economic theory, innovation, entrepreneurship, frugal innovation)
Market momentum (volatility of stock market)
Science' (Everything will be biology, China not sited in academia, mindset)
Space '(Aliens and space travel)
The internet (Memex, information overload, sensor dust, 13 billion devices, quickening adoption rates, DNA computers, 2045 singularity event)
Distance (location, Hybrid networks)
Future babble (the future is bright, invisibility of good news)

Recurring themes

The recurring themes are China (mixed story there), technology, biology as the new black (nano is sooo pase), the impact of population growth on the planet and its resources and dependent on where you are coming from, a sense of opportunity and optimism or a sense of impending doom.

Schumpeter

I am firmly on the optimistic side and my favourite chapter is "Schumpeter Inc", which talks about "unleashing flocks of black swans", radical reduction in the life span of businesses, turbulence, SUPER high speed broadband (100 times faster), professional guilds, frugal innovation (houses for \$ 300), tidal waves of change, the emerging economies as the cauldron of innovation, embedded sensors, complicated careers, managing life as an opportunity, etc., etc. Flux, chaos, opportunity!

Tidal waves of change

That chapter speaks my language and as I have written many, many times before, as a business you ignore the "tidal wave of change" at your peril. But to go back to the start of this blog; "The storms of creative destruction are blowing us to a better place". How cool is that!?! Schumpeter as the new economic theory to future growth and prosperity for the world, but hopefully also for your business.

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