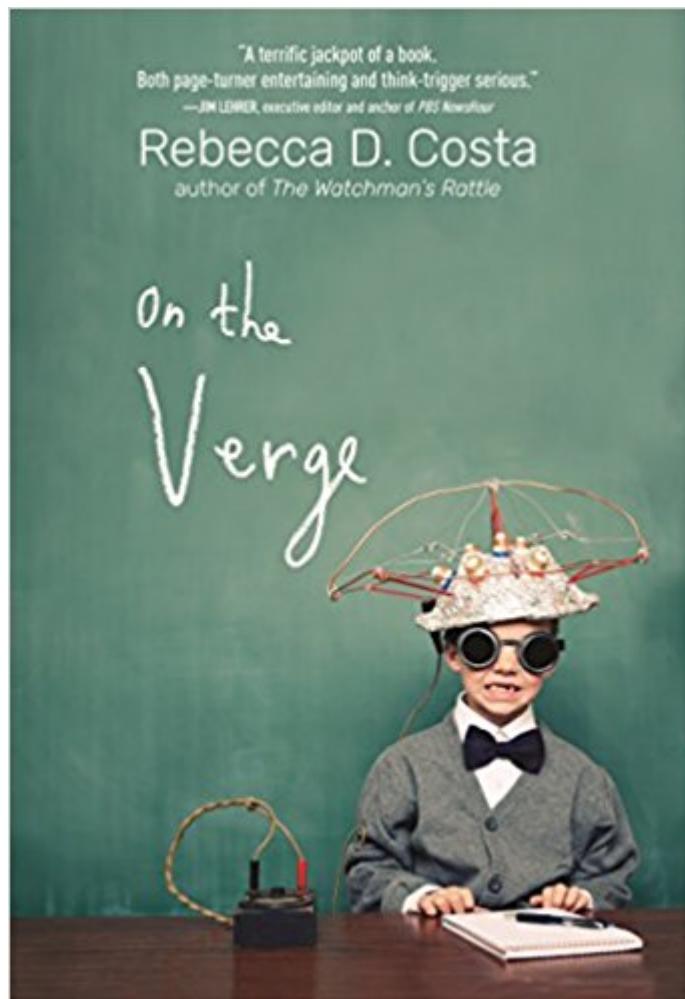


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On The Verge



Synopsis

"There can be no greater advantage than certainty of the future. Not in nature. Not in business. Not in governance." So begins Rebecca Costa's much-awaited exploration of foresight: 'the crowning achievement of human ambition.' According to Costa, advances in Big Data, predictive analytics, genomics, artificial intelligence, and other breakthroughs have made it possible to pinpoint future results with mind-blowing accuracy - cracking the door to what Costa calls preadaptation: the ability to adapt before the fact. Never before has the information needed to avert danger, get the jump ahead of others, or prepare for the inevitable been so clearly within grasp. Through fascinating real-life examples, Costa reveals how technology has brought nations, businesses, and individuals to the edge of clairvoyance. Yet, our ability to act on foreknowledge often falls short - causing leaders to squander the advantage of preemption. To counteract this failure, Costa illuminates 12 principles of adaptation, and preadaptation, used to succeed in fast-moving environments. In the spirit of the best in popular science, *On the Verge* is a landmark examination of big-picture forces affecting society today. Costa's unique sociobiological perspective, combined with her ability to blend humor, breaking science, and insightful personal stories, distinguishes her as one of the most important female thought leaders of our time.

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"From the beginning of recorded history, humankind has tried to predict, control, and change the future. It is a daunting task fraught with risks and rewards. Read this book if you want to be ready for

the future."--Alan Dershowitz "lawyer, legal scholar, and bestselling author ""This is a dazzling book--a can't-put-down, easily understandable exploration of the potential (no, near-certainty) that Big Data and developing technologies will give mankind the ability to anticipate and solve every problem from disease to terrorism to accidents to crime. Must-read for everyone!"--Morton Kondracke "political journalist and commentator for The McLaughlin Group, The Beltway Boys, Roll Call, Fox News ""Rebecca Costa has a talent to tell stories that illustrate her keen observations and explain important cultural implications as new innovations touch our lives. If you have an insatiable curiosity about the impact of innovation on our world ahead and how the future can be manipulated, you will love this book."--John Sculley "former CEO of Apple and President of Pepsi-Cola ""On the Verge presents a useful view of how we can look ahead and invent our own future, often by predapting to possible futures. If you want to get ready for change you see coming, On the Verge can help you get the job done."--Craig Newmark "founder of Craigslist, entrepreneur "

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