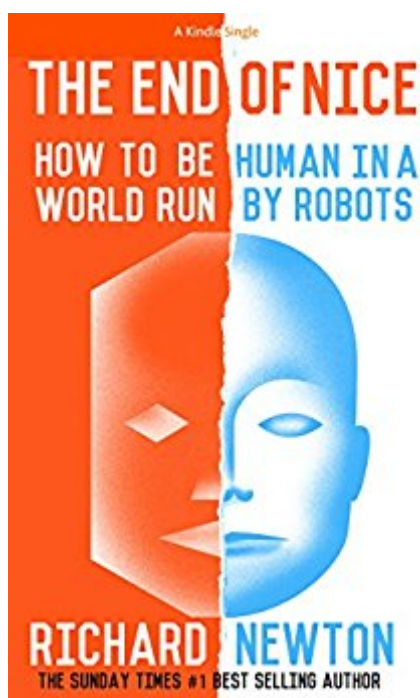


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The End Of Nice: How To Be Human In A World Run By Robots (Kindle Single)



Synopsis

The latest book from the Sunday Times #1 best selling author In Charles Dickens's *A Christmas Carol*, the ghost of Jacob Marley appears before Ebenezer Scrooge and unveils two visions of the future. The route to the bright side required a change in attitude and behaviour. The dark side required only that Scrooge should carry on as before. The same requirement is upon each of us if we are to thrive in our world of techno-powered, blistering fast and accelerating change. To flourish, we should first push back against the training, conditioning and education which has moulded us for a vanishing way of life. As the world of gradual change gives way to the world of permanent acceleration, the attributes that deliver success and happiness will transform. In fact they will invert. Until now the path to the good life was assured by being 'nice'. You knew that it was buttoned-down, buckled-up, average, normalised, predictable, diligent, incremental and rule-following behaviour that led to the good life. The so-called "Organization Man" thrived. This straitjacket reaped rewards. It still does in many larger organizations. But only for the moment. To continue this way as if nothing is changing all around you will, one day very soon, lead you to a tin pan alley. Because if these nice qualities are your strengths then, gradually and then very suddenly, they will become your weaknesses. All of a sudden creativity, compassion, empathy, curiosity emotional intelligence and playfulness will be the supreme human qualities. Such behaviour is deeply human and perhaps for this reason it is also the hardest for machines to replicate. As a result, the steel-cased algorithms that are hurtling into our world at the speed of howling six-legged soldier robots herald something quite different from the doom of our species. In fact, he says, we are witnessing the end of meat machines and the rise of human beings. The result is that we are on the verge of a creative revolution. To be future proof in a world of constant change we must adopt the liberated, Anti-Nice behaviours of artists, entrepreneurs and inventors. In a pacy and utterly engrossing read this book lays out the code to thrive in the machine age and flourish as technology eats our jobs and turns society upside down. Get it right and the future, standing on your threshold knocking on the door, is bright. In this short book the lessons of entrepreneurs, artists and inventors are codified. To become Anti-Nice (which is a good thing) is to pursue six attitudes: Anti-Certain Anti-Safe Anti-Conform Anti-Moderation Anti-Order Anti-Precious. It turns out that the age of the robots may also be the age of the human.

Book Information

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Customer Reviews

I only wish it were longer. Newton's ideas are important. I want my kids to read this. Of course, this is exactly their speed. I'm an old fart, and anti-nice by nature. I want more. Newton, if you read these reviews, please give us the adult version. I'll happily pay 10x more for it.

I'm gonna be human here, which those who know me might consider odd, but after reading this book I feel superhuman. The book is redundant, contains superfluous verbiage and is lacking in substance. In other words, it doesn't speak the language necessary for growth of today's generation. Believe me, I am NOT today's generation, but I've recently learned I have to adapt. It could literally be reduced to a blog post on LinkedIn. Better yet, I'll sum it up for you. My interest in this book came at a time where my professional character was in question just as released this book to their Prime members to read for free. The content seemed fitting. 1/3rd into reading the only thing I got out of it is that I need to work on my character outside of things that Robots can do, over and over and over with no real substance and words that literally made me want to rip my hair out. Just speak in plain English for goodness sake! I guarantee you, no one has ever heard me even think those words. The book is a sour attempt at professional character development. It's repetitiveness shines in references to old works with no real solution on how to evolve your

character. Honestly, I found more (FREE) content at Strata Leadership's website than I did in reading 1/3rd of this book. I will finish it in hopes that my time has not been wasted, but I'm not very hopeful. I'm all about self-improvement, but I can't get past the rhetoric and repetitiveness.

Overall the book was well written. The author's conclusion is a black or white decision that leaves little room for shades of grey. His premise is that the rules for success are forever changing. Those who can adapt their life style to the new paradigm will have a bright and happy future. Those who cannot or will not change will be doomed to obsolescence and a marginalized consumer oriented life (just part of the herd). While the author makes some good observations and supports them reasonably well life is seldom as cut and dry as his thesis proposes. Just because something is possible does not necessarily mean that it is worth the effort. This is an insightful, cautionary tale that IMHO is worth the read.

A fun, engaging read. As one reviewer mentioned, the book is redundant, but the message is clear and the style is entertaining. The author makes a point worth pondering. I enjoyed the book.

"The End of Nice: How to be human in a world run by robots" This is a book that must be read by all of corporate America. It is inspiring to know that Mr. Richard Newton has the fortitude to put his thoughts in writing to inspire the creativity in those that need the inspiration to move forward with a passion for their own visions. Bravo and thank you for this book. It is an inspiration for me and I hope for others with visions of their own.

The world is full of books and articles that admonish people to be creative and innovative. This book tells you how to think in order to actually pull it off. Funny and insightful, it's full of insights and anecdotes about how brilliant, unique people function. It also has the most compelling picture I've ever seen of how damaging and dulling it is to one's own soul and originality to suckle from the teat of social media for your opinions and beliefs. This is one of those books I'll return to again and again for reminders, and laughs.

I chose to read this book because I sensed that it had something to tell me. In many ways it confirmed things that I always knew were true, but was too afraid to commit to when I was younger. I wish that I could have read this book years ago. My life may have been different.

This is a great explanation of the need for innovative thinking on the part of humans in a fast advancing, technological world. A cry to unlock your latent potential and improve your disposition in the world through the hard work of trial and error.

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