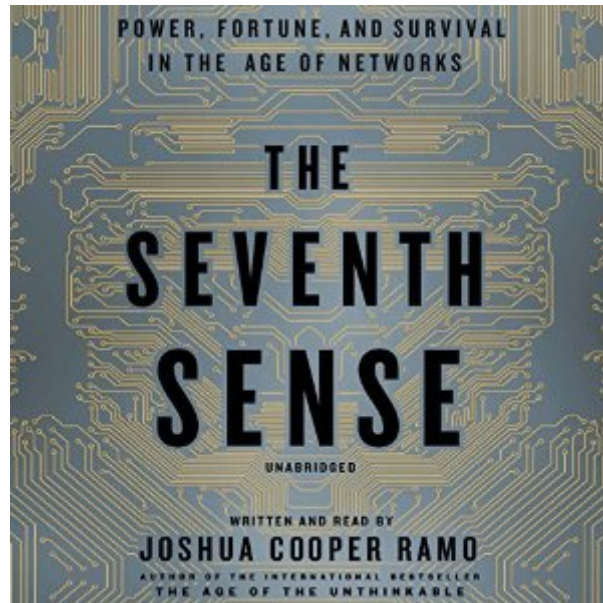


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# The Seventh Sense: Power, Fortune, And Survival In The Age Of Networks



## Synopsis

The digital age we live in is as transformative as the Industrial Revolution, and Joshua Cooper Ramo explains how to survive. If you find yourself longing for a disconnected world where information is not always at your fingertips, you may eventually be as useful as the carriage maker post-Henry Ford. It's practically impossible to know where the marriage of imagination and technology will take us (sorry, Betamax and Kodak), and the only certainty is that in the networked world we will only become more intertwined. Is it possible not to become hopelessly tangled? Joshua Cooper Ramo, a policy expert who has advised the most powerful nations and corporations, says yes - if you are ready to ride the disruption. Drawing on examples from business, science, and politics, Ramo illuminates our transformative world. Start by imagining a near future when America's greatest power is not its military or its economy but its control of the Internet.

## Book Information

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## Customer Reviews

Books offering grand theories of the world rarely do it for me. Today I want to tell you about my first exception to that rule in years: Joshua Ramo's magisterial *The Seventh Sense*, which launches tomorrow. The starting point is a present full of bewilderments -- why is Trump winning? why is ISIS winning? why is every established institution losing people's trust? why is the supposedly decentralizing Internet creating power concentrations that would have made the robber barons blush? You and I and everyone feels bewildered, right? Joshua Ramo has an explanation, but his book soars because it is not a simple explanation. It can be summed up in one sentence:

"Connection changes the nature of an object." But from this, which emerges as a foundational law of the age, the author derives a world of insight into what he argues, persuasively, is an age of disjunction and change on a par with the Enlightenment and Industrial Revolution: an epoch that will destroy most institutions and pummel many people within those institutions -- but an epoch that can, in fact, be understood and mastered. Once the book teaches you to look at objects as the sum of their connections and not as isolated objects, you see the planet anew. Newspapers may not be doomed; they are just misunderstood by their custodians. Government is not, as Silicon Valley bros might tell us, irrelevant. It is of great importance, but only if it understands what its role must be in an age of dense connection. ISIS can be defeated, but only if you understand that its power consists of what cannot be bombed. I have spent my working life in the ecosystems of media and publishing, which are highly vulnerable today. They are ecosystems in which a great many creatures justifiably fear extinction.

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