



As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth

By Juan Enriquez

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If you think the world has changed dramatically in the last five years, you haven't seen anything yet.

You will never look at the world in the same way after reading *As the Future Catches You*. Juan Enriquez puts you face to face with unprecedented political, ethical, economic, and financial issues, dramatically demonstrating the cascading impact of the genetic, digital, and knowledge revolutions on all our lives.

Genetics will be the dominant language of this century. Those who can "speak it" will acquire direct and deliberate control over all forms of life. But most countries and individuals remain illiterate in what is rapidly becoming the greatest single driver of the global economy. The choice is simple: Either learn to surf new and powerful waves of change—or get crushed trying to stop them. The future is catching us all. Let it catch you with your eyes wide open.

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Editorial Review

Amazon.com Review

In *As the Future Catches You*, Juan Enriquez of the Harvard Business School attempts to capture the trajectory of technological progress and understand the forces shaping our social and economic futures. Enriquez argues that February 2, 2001--the date that anyone with Internet access could contemplate the entire human genome--is akin to 1492 and Columbus's discovery of America. Instead of a new continent however, Enriquez sees the alphabet of DNA (A, adenine; T, thymine; C, cytosine; and G, guanine) and predicts that it will be the "dominant language and economic driver of this century." While none of the ideas presented here are entirely new, *As the Future Catches You* stands out because of Enriquez's ability to view and connect trends--genomics in particular--in a way that just about anyone can understand. Eye-popping typography and graphics coupled with a compact and almost poetic writing style make this thought-provoking book one to savor. Highly recommended. --*Harry C. Edwards*

From Publishers Weekly

Harvard Business School research fellow Juan Enriquez has great enthusiasm for his subject and his audience in *As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth*. "I would like you and I to have a conversation," he writes. "There is space on each page for your own notes, thoughts," etc. Space indeed, and more: this consideration of scientific advancement, technological and economic trends and their effects offers graphically arresting pages complete with pictures, highlighted words, graphs, and large blank margins. Enriquez's hyperventilating presentation (how many ellipses can one author use?) might get in the way of the facts at times, but the facts about the ability of genetically modified bananas to vaccinate those who consume them against particular diseases, for example can be very interesting indeed.

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From [Booklist](#)

The ratio 390:1, in large-point type, occupies nearly an entire page in Enriquez's oddly but purposefully designed book. He aims to alert the somnolent and alarm the complacent about the economic and business consequences of the emerging revolution in science and technology. Factoids similar to that ratio (which is the productivity of the richest versus the poorest countries) pop up in eye-catching graphics. Harnessed as an exhortation to students and entrepreneurs, the information presented here is fairly basic concerning recent developments in genomics, information technology, and nanotechnology, but the author must sense that awareness of them is dim, let alone an understanding of their implications for an individual's and a country's prosperity. Wealth increasingly derives from the creation and control of information, rather than natural resources, and Enriquez effectively emphasizes that point by citing statistics on patent applications--many companies in the U.S. exceed whole continents in getting them. His prescription for alleviating the world wealth gap: study science and technology; the alternative is comparative impoverishment in the wake of this phase of capitalism's "creative destruction." An innovative presentation. *Gilbert Taylor*

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Users Review

From reader reviews:

Erik Herrera:

Spent a free a chance to be fun activity to perform! A lot of people spent their down time with their family, or their very own friends. Usually they accomplishing activity like watching television, about to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? May be reading a book can be option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to try out look for book, may be the guide untitled As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth can be great book to read. May be it is usually best activity to you.

Angela Taylor:

People live in this new day of lifestyle always try to and must have the free time or they will get lot of stress from both daily life and work. So , if we ask do people have spare time, we will say absolutely of course. People is human not a robot. Then we request again, what kind of activity are you experiencing when the spare time coming to you of course your answer will certainly unlimited right. Then do you ever try this one, reading books. It can be your alternative inside spending your spare time, the particular book you have read is actually As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth.

Martin Williams:

Reading can called mind hangout, why? Because while you are reading a book mainly book entitled As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth your mind will drift away trough every dimension, wandering in each aspect that maybe unknown for but surely will end up your mind friends. Imaging every word written in a publication then become one application form conclusion and explanation this maybe you never get previous to. The As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth giving you a different experience more than blown away your thoughts but also giving you useful facts for your better life within this era. So now let us show you the relaxing pattern is your body and mind will be pleased when you are finished examining it, like winning a casino game. Do you want to try this extraordinary shelling out spare time activity?

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