ERIC SCHMIDT
JARED COHEN

THE NEW DIGITAL AGE

RESHAPING THE FUTURE OF PEOPLE, NATIONS AND BUSINESS

Advance praise for

THE NEW DIGITAL AGE

"This is the most important—and fascinating—book yet written about how the digital age will affect our world. How will different societies make trade-offs involving privacy, freedom, control, security and the relationship between the physical and virtual worlds? This realistic but deeply optimistic book provides the guideposts. It's both profoundly wise and wondrously readable." —Walter Isaacson, author of STEVE JOBS

"Every day, technological innovations are giving people around the world new opportunities to shape their own destinies. In this fascinating book, Eric Schmidt and Jared Cohen draw upon their unique experiences to show us a future of rising incomes, growing participation and a genuine sense of community—*if* we make the right choices today." —Bill Clinton

"Eric Schmidt and Jared Cohen have produced a searching meditation on technology and world order. Even those who disagree with some of their conclusions will learn much from this thought-provoking volume." —Henry A. Kissinger

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"THE NEW DIGITAL AGE is must-reading for anyone who wants to truly understand the depths of the digital revolution." —General Michael Hayden, former director of the CIA

"This is a book that describes a technological revolution in the making. How we navigate it is a challenge for countries, communities and citizens. There are no two people better equipped to explain what it means than Eric Schmidt and Jared Cohen." —Tony Blair

"Few people in the world are doing more to imagine—and build—the new digital age than Eric Schmidt and Jared Cohen. With this book, they are looking into their crystal ball and inviting the world to peek in." —Michael R. Bloomberg

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In an unparalleled collaboration, two leading global thinkers in technology and foreign affairs give us their widely anticipated, transformational vision of the future: a world where everyone is connected—a world full of challenges and benefits that are ours to meet and harness.

Eric Schmidt is one of Silicon Valley's great leaders, having taken Google from a small startup to one of the world's most influential companies. Jared Cohen is the director of Google Ideas and a former adviser to secretaries of state Condoleezza Rice and Hillary Clinton. With their combined knowledge and experiences, the authors are uniquely positioned to take on some of the toughest questions about our future: Who will be more powerful in the future, the citizen or the state? Will technology make terrorism easier or harder to carry out? What is the relationship between privacy and security, and how much will we have to give up to be part of the new digital age?

In this groundbreaking book, Schmidt and Cohen combine observation and insight to outline the promise and peril awaiting us in the coming decades. At once pragmatic and inspirational, this is a forward-thinking account of where our world is headed and what this means for people, states and businesses.

With the confidence and clarity of visionaries, Schmidt and Cohen illustrate just how much we have to look forward to—and beware of—as the greatest information and technology revolution in human history continues to evolve. On individual, community and state levels, across every geographical and socioeconomic spectrum, they reveal the dramatic developments—good and bad—that will transform both our everyday lives and our understanding of self and society, as technology advances and our virtual identities become more and more fundamentally real.

As Schmidt and Cohen's nuanced vision of the near future unfolds, an urban professional takes his driverless car to work, attends meetings via hologram and dispenses housekeeping robots by voice; a Congolese fisherwoman uses her smart phone to monitor market demand and coordinate sales (saving on costly refrigeration and preventing overfishing); the potential arises

for "virtual statehood" and "Internet asylum" to liberate political dissidents and oppressed minorities, but also for tech-savvy autocracies (and perhaps democracies) to exploit their citizens' mobile devices for ever more ubiquitous surveillance. Along the way, we meet a cadre of international figures—including Julian Assange—who explain their own visions of our technology-saturated future.

Inspiring, provocative and absorbing, *The New Digital Age* is a brilliant analysis of how our hyper-connected world will soon look, from two of our most prescient and informed public thinkers.

Google Inc.

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