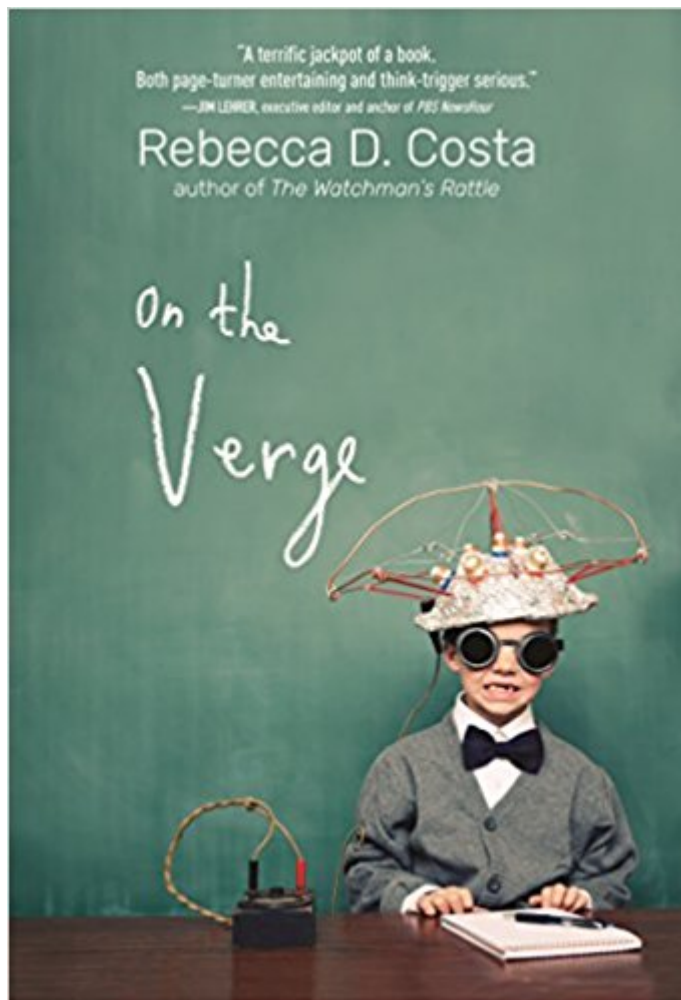


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# On The Verge



## 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 predaptation: 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 predaptation, 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.

## Book Information

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## Customer Reviews

"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 "

"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 (Alan Dershowitz)"On the Verge is a terrific jackpot of a book. It is both page-turner entertaining and think-trigger serious about how we ~ meaning all of us ~ can get ahead of the many curves out there in our varied lives, liberties and pursuits of happiness. Read it and smile. But mostly read it and plan." ~ Jim Lehrer, executive editor and anchor of PBS NewsHour (Jim Lehrer)"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 (Craig Newmark)"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 (John Sculley)"Rebecca Costa has done it again. On the Verge shows how predictive technologies and science are redefining modern leadership. A book certain to make its mark on Capitol Hill." ~ George Mitchell, former Senate Majority Leader (George Mitchell)"The world is experiencing extraordinary and transformational change. Technology and big data have empowered humankind to reach new and epoch-making achievements. Rebecca Costa has brilliantly prescribed how we can harness our newfound empowerment with foresight to literally change the course of our

