



Revolutionary Wealth

Alvin Toffler , Heidi Toffler

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Starting with the publication of their seminal bestseller, *Future Shock*, Alvin and Heidi Toffler have given millions of readers new ways to think about personal life in today's high-speed world with its constantly changing, seemingly random impacts on our businesses, governments, families and daily lives. Now, writing with the same rare grasp and clarity that made their earlier books classics, the Tofflers turn their attention to the revolution in wealth now sweeping the planet. And once again, they provide a penetrating, coherent way to make sense of the seemingly senseless.

Revolutionary Wealth is about how tomorrow's wealth will be created, and who will get it and how. But twenty-first-century wealth, according to the Tofflers, is not just about money, and cannot be understood in terms of industrial-age economics. Thus they write here about everything from education and child rearing to Hollywood and China, from everyday truth and misconceptions to what they call our "third job"—the unnoticed work we do without pay for some of the biggest corporations in our country.

They show the hidden connections between extreme sports, chocolate chip cookies, Linux software and the "surplus complexity" in our lives as society wobbles back and forth between depressing decadence and a hopeful post-decadence.

In their earlier work, the Tofflers coined the word "prosumer" for people who consume what they themselves produce. In *Revolutionary Wealth* they expand the concept to reveal how many of our activities—whether parenting or volunteering, blogging, painting our house, improving our diet, organizing a neighborhood council or even "mashing" music—pump "free lunch" from the "hidden" non-money economy into the money economy that economists track. Prosuming, they forecast, is about to explode and compel radical changes in the way we measure, make and manipulate wealth.

Blazing with fresh ideas, *Revolutionary Wealth* provides readers with powerful new tools for thinking about—and preparing for—their future.

From the Hardcover edition.

Revolutionary Wealth Details

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From Reader Review Revolutionary Wealth for online ebook

Mohammad says

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Kk says

It is one of the best book i have read from Alvin Toffler

Mario Vanhoucke says

A must read!

Margaret Lozano says

This book feels dated - in some ways less relevant than "Future Shock," in spite of the fact that it's only eight years old. However, it does contain some interesting - and still applicable - ideas. Chief among these is the need for a new approach to education.

When the Toffler's wrote this book, we already knew that the educational system of the industrial age was failing young people. Unfortunately, next to zero innovation has happened in the intervening years. We still teach kids (and even University Students) to memorize facts, instead of giving them the tools to learn HOW to think. Over a decade ago, when I was working as a teaching assistant, a professor told students NOT TO USE THE INTERNET (period) for research. Thank goodness we've made some progress since then, but people still fear what they don't understand. And the most terrifying example of this is the backwards system of education we saddle our children with.

The other most useful concept in the book is the idea of the "PROsumer," and the imagined impact of a societal shift from CONsumers to PROsumers. Obviously, this is probably the most accurate prediction in the book. As an avid PROsumer myself, I witness this happening every day, and I'm curious how this change will affect us all in the future.

Overall, if you an avid futurist, this book is bound to be a bit of a disappointment. But you'll enjoy seeing which of the Toffler's predictions have actually played out.

However, I'd wager most people who aren't particularly attentive to these things will be impressed by/intrigued by the book.

Jay says

I was a huge fan of the Toffler's "The Third Wave", which came out when I was in high school. Given its timing and its message, it was one of the books that set the direction of my education and career, and one of the few I've read multiple times. Now I read their "Revolutionary Wealth" thinking, or hoping, that this would describe wealth generation as we move farther into the third wave – the information economy. The Tofflers write like they always do, short chapters with leading questions going into the next. But in this case, I found a lot repetitive, both within the book and compared to their earlier books. This was written ten years ago, and "The Third Wave" about 30 years ago. I put myself into my 2006 mind and think about what is presented and I think it's all reflecting what "The Third Wave" said or implied about the future. I didn't really get any great new insights into the future with this one. I was also a bit disappointed with the content given the title. I expected more specifics on wealth creation, but I didn't get it. OK for a Toffler junkie, good for a review of "The Third Wave" concepts, but not necessary reading.

TK Keanini says

The Plow, the Assembly Line, the Computer

These are the three waves we have seen so far and the latter will change everything.

If you liked Future Shock, The Third Wave, Powershift, War and Anti-war, you will like this.

Do not read this book if you are stuck in the industrial age of rival goods. It will only make you mad. If you believe that anything based on a factory model will fail and that everything we know will become some form of information, you will love this book.

Brad Acker says

For most of human history, man lived in autarkic (self-sufficient) communities where money and trade were greatly limited. The industrial revolution changed these conditions; it created a commodity based wealth system. The relatively new "third wave" of electronic networked knowledge-sharing is creating a new knowledge-based system of wealth. Big changes lie ahead and are occurring before our eyes. We just need to open our eyes and start thinking about the currency of knowledge.

Folmus says

This book is full of historical anecdotes, statistics and economic facts, that's the way the authors explain the main concept of the book. Although it can get a little boring at times it gave me great insight of how the world economy may be in the future. Will we still use money in a knowledge based economy? That question is still buzzing in my head.

It's one of my least favourite books of this author, nonetheless a good read.

Leonardo says

Mientras leí este libro sucedió el deceso de su autor. Leí los seis libros más importantes de Toffler, la trilogía y otros tres que intentaron completarla. En buena medida la trilogía me abrió a un nuevo tiempo de lectura, donde la "no ficción" se me volvió sumamente interesante. Me abrió la cabeza. Hoy al terminar este libro no me deja tanto la misma sensación. Creo que es "de los otros tres" el que mejor merece el título del que completa la trilogía (algo así como el quinto beatle, o la cuarta parte de la trilogía del ataque de los tomates asesinos).

El libro no trae demasiadas cosas nuevas. Más aceleración, más tecnología, más aplanamiento. Lo que dice está muy bien, el tema está más bien en lo que no dice. Lo sentí en ese sentido más cercano a Fukuyama y Friedman que la trilogía. Pero creo que no es tanto porque él haya cambiado sino porque yo cambié. Cuando leí la trilogía no sabía quienes eran esos dos autores. ¡Pero El Shock del Futuro es un libro de 1970! Si el tipo sigue diciendo más o menos lo mismo en 2006, aprendió poco, la tenía muy clara entonces, o las dos cosas. Creo que la mirada que el presenta (anterior a Bauman, anterior a Georgescu-Roegen) es sumamente interesante. Es decir, es interesante y además es (si yo no entiendo mal) el inventor de la metodología, o uno de sus primeros grandes impulsores.

La gran macana de la trilogía es que hoy por hoy son libros muy viejos. Sería genial poder leerlos el día que salieron. Aún así creo que valen la pena. Más todavía este que no es tan viejo, y además se convierte ahora de alguna manera en su legado.

Una cosa que me llamó la atención de este y no recuerdo de los anteriores (además del gran centro en el prosumo y el conocimiento como primer fuente de riqueza) es la cuestión del origen del criterio de verdad.

Cuatro estrellas porque no fue tan innovador, deja discusiones burdamente afuera, carece un poco de rigor científico, etc... pero con mucho respecto y agradecimiento a Sr. y Sra. Toffler.

Khalid Almoghrabi says

Astonishing. Can anyone tell you about the future? Maybe Alvin Toffler, the author, can do. we have begun the knowledge-based era as versus to industrial era which, the later, was based entirely on materials. the new era has different terms when it speaks of wealth. how the [NEW] wealth is created and distributed and how it will affect our life is what you will find in this amazing book.

Highly Recommended.

Rishi says

A book that really opens your eyes to how the relation of money with time and effort has changed and how to be prepared for a world which is increasingly moving at a faster pace

Velvetink says

All I can say it read it. Knowledge is wealth.

Mohammad says

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Paul Gier says

Toffler seems to have a lot of knowledge and insight about a broad ranges of topics covered in this book. I enjoyed the book, and each section seems to provide several topics for long discussion/research. My only complaint is that the book seemed to lack some focus. Many of the topics seemed to be discussed only at a shallow level, leaving me kind of wanting a more thorough analysis.

I tried an experiment to open the book to a random page and read a single chapter sub-section and then discuss this topic. Most of these little sections could probably be discussed at length.

Some specific topics I found interesting is the various discussions about "prosuming" which is the vast hidden economy of goods that are created and consumed directly without ever entering the commonly measured global economy. This includes things like digital photo creation and editing, self-checkout at the grocery, and in the future even creating our own physical products with 3D printers.

The deep fundamentals of time, space, and knowledge was also interesting.

Gold says

The whole book in summary: Things are rapidly changing, and all change is good. It's an exciting time to be alive. The future is going to be better and more impressive than anything we've ever seen.

The book did a good job assembling its facts but does a poor job remaining objective. It is very clear in its opinion that people who choose to farm for a living are "backward."

This book seems the complete opposite of the book I read right before it (Too Much Magic). This book is very optimistic about the future and praises all the scientific advancements of today and tomorrow. I found the optimism to be depressing because I don't think all this new technology is a good thing. Why are scientists wasting their time, energy, and money on things like exploring the inner workings of a grain of rice when there are much more important problems to solve in our society that don't require expensive technology? We have poverty, shootings, wars, corruption, poor education, drugs, teen pregnancy, pollution,

an increasingly chronically sick population, extreme income inequality, fossil fuels running out, a Texas-sized garbage patch in the middle of the ocean, epidemics of obesity, autism, diabetes, etc. Instead of inventing fancy new unnecessary junk, we should be trying to solve the problems of our world that should be even easier to solve.

The book also acts like the wonderful "third wave" of wealth (service economy, developed countries, computerized) is the fate of every country as each country continues to develop and become more westernized. Farming was the first wave, and industrialism was the second wave. But the "developed countries" cannot survive without some other country farming their food and manufacturing their products. In order to keep our selfish third wave way of life, other countries have to remain undeveloped (and poor) to feed our endless consumerism.

Example of this biased optimism about the future: A family eating together used to be the norm. That was so rigid and prisonlike. Nowadays "schedules are so individualized." Cleveland, Ohio used to be a great center for industry. Now it's a pile of urban blight. But let's get excited about all the manufacturing happening in China! Let's not think about the probable possibility that it could meet the same fate as Cleveland! China used to be filled with "extreme peasant misery"! Now it's so much better! Now it's filled with factory worker misery!

At least the peasants could eat what they grew. Whether on a farm or in a factory, they're still poor. Factory work is worse because you don't own the fruit of your labor. You're working for someone else on someone else's terms, and you don't even get to keep what you make. Factory work may pay more, but that doesn't make it better.

China is guilty of many humans rights abuses, and still we trade with them. Why? FOR CHEAP LABOR AND EASY PROFIT!

The book criticizes people who glorify pre-industrial villages--"conveniently forgetting the lack of privacy, the sexism, and the narrow-minded local tyrants and bigots so often found in real villages." Modern American society is STILL filled with sexism, bigotry, and narrow-mindedness! Many say our president is a tyrant. And is privacy really so much better here? There are cameras everywhere, and the Internet makes people's private lives public for the whole world to see! How about leaving distant villages alone and let them manage their own affairs? The only reason developed nations like ours want to "globalize" is to exploit more cheap labor and natural resources from their land. It is NEVER about improving their lives.

The book calls the economy we're in now a "knowledge" economy, I suppose just because of the Internet. Seems to ignore the fact that the Internet is usually not used for gathering information, but for stupid stuff like sharing personal photos and looking at porn and exchanging pointless text messages. The book says 56% of the work force in America now performs work that is "managerial, financial, sales-related, clerical or professional." That's a pretty broad category. The authors want us to think this is a great thing, but it's really not. I'm willing to bet that the largest chunk of that 56% are sales-related, meaning restaurant waiters and store cashiers. And those kind of jobs require sooo much more knowledge than factory work or farming? NOPE! The majority of workers are in low paid jobs that don't require much knowledge at all. IQ is dropping.

The book seems to also think it's a good thing if some gadget can store all information and memories for a person so that "pupils will need to memorize nothing," because that could be great for Alzheimer's patients. Yeah, but what about all the younger people who are supposed to go to school to learn things?! It is NOT progress to encourage humans to get DUMBER just because one genius invented some machine to think for

them!

The book discounts philosophical wisdom from Aristotle and Plato, just because they believed in unrelated incorrect "facts" of their day. Just because a person was incorrect about something doesn't mean that everything that person ever said or thought was wrong and worthless.

The book is about revolutionary wealth--knowledge. The only kind of knowledge I see making people rich is the knowledge to manipulate others to believe lies. Such as: your government and corporations have your best interest at heart. When the reality is all they care about is money. Knowledge is worthless in today's world unless it generates money. Geniuses are not rewarded for their intelligence unless they invent some product to profit off of. No one cares about the knowledge of the inner workings of a grain of rice--unless that knowledge can get you thousands of dollars when you sell it. So this "revolutionary wealth" is no different than any wealth of the past. In the past, people sold their food, then they sold their factory created things. The people of the future will still be buying food and junk, so someone will still get getting rich off that, while poor people do all the hard work.

The authors imply that all science is good because it increases wealth. So let's forget if it results in tortured animals and poor health. Like it is so terrible for science to be "paralyzed." It is unwise to continue to seek knowledge for knowledge's sake. At what point will humanity ever be satisfied with our way of life? We should be trying to improve our existing lives with good health instead of seeking to prolong it with organ transplants and such. Science may one day find how to live forever, but the more important question is, should we? No, we shouldn't, when there are so many problems in society that can't be solved with technology. Technology is getting smarter, but people are getting dumber. We don't need science to solve income inequality; we just need common sense. Exploring a grain of rice is not helping society. GMO foods are not helping society.

Science is corrupt. It only gets funding if big profits are on the horizon. Data is manipulated. Unsafe things are put on the market without sufficient testing. People blindly trust science as if it's the very same thing as an authority figure or consensus knowledge. Science has become a religion, a tool of the rich to persuade the public to buy what they're selling.

The authors think GMO food is going to solve poverty. Ha! As long as people have to BUY their food, there will always be poor people. There is no lack of food. There is lack of MONEY. GMO food has health risks. They are never tested in longterm studies. GMO food is invented so farmers can spray more poisons on the crops. Those poisons kill pollinators and harm humans as well. People would be better off being farmers. They may make no money but at least they would be fed by their produce! Not much use for money when you can live off the land. But oh no, the rich cats can't allow that. They want everyone to be a slave to the money, working for a boss, to enrich the ones at the top. Give a man a fish (food), and you feed him for a day. Teach him to fish (grow food) and you feed him for a lifetime.

The book thinks it's so great that scientists are going to put vitamins and vaccines into food to prevent things like vitamin deficiency and diarrhea. How about just improving sanitation and the cleanliness of wherever they get their water? Don't need fancy Franken-foods to solve health issues. Just clean the area and make sure there's access to clean water and food. But I guess this solution is not considered because it doesn't make anyone any money!

The book is wrong about society becoming more individualized. As long as the majority of kids attend public school, most people will turn out the same. Not every kid may come from a nuclear family, but they will probably come from a liberal materialistic/consumerist family, or a republican Christian

materialist/consumerist family. Doesn't matter if they're liberals or republicans, because they're all materialist/consumerist.

De-massification is a good idea, however it's not realistic for it to happen with our population being as high as it is and only continuing to increase, not decrease. The authors talk like there's going to be so much individualization in the future, which is pretty funny since it's just an illusion of choice. You basically have a choice between Coke or Pepsi. Just a few companies own everything.

The "revolutionary wealth" is the actions people take without pay (prosumption). The book says prosumption will somehow generate a bunch of real wealth (money). Like self-help products. While they can make someone money, they will never be encouraged by government, because the health care industry wants people to continue seeing regular doctors, who require insurance, so that doctors and insurance companies can keep making money. Self-sufficiency doesn't make people much money, so society will never encourage it. Sometimes people get lucky and their hobby can be sold for real money. But once it gets sold for real money, it is no longer prosumption but producing. And most people's hobbies do NOT result in money being made off them. Prosumption is not a new phenomenon. As long as humans have existed, they have created things or done things without pay. When societies began using money, people then started selling their prosumption and it became producing.

The authors say that capitalism is dying just because people share bought stuff for free. But this act is illegal because the capitalist society doesn't allow it. That doesn't mean capitalism is dying. The item still cost someone money. The authors seem to think that capitalism dying would be great because it's a change, and all change is good. But there is no wealth without capitalism. I doubt the authors would be happy if all the hard work they put into this long book got them no money in return. The authors later say, "the number and variety of buyable items available for purchase around the world is astronomical and growing every minute." That right there is proof that capitalism is not dying at all.

The book says that outsourcing has a positive effect because the foreign "well-paid" workers use their wages to buy American brand stuff. That helps U.S. COMPANIES, not U.S. Workers. So outsourcing is only good for the companies, not American workers. This book seems to assume that its readers are CEOs. No wonder it has such a positive outlook. The future only looks bright for those who are already rich.
