



Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century

By Alvin Toffler

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Toffler argues that while headlines focus on shifts of power at the global level, equally significant shifts are taking place in our everyday world--supermarkets, hospitals, banks, television, and politics. As old antagonisms fade, Toffler identifies where the next, far more important world division will arise . . . between the "fast" and the "slow."

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Editorial Review

From Publishers Weekly

Knowledge, not violence nor money, is the essence of power in the information age, claims Toffler (*Future Shock*) as he observes "info-wars" raging in such arenas as computers, high-definition TV, electronic networks, and industrial espionage, and the fight for control of customer data by retailers, manufacturers, banks and credit-card issuers. He hails the emerging "flex-firm," a company open to many types of free-form "counterbureaucratic" organization. Toffler credits junk-bond salesman Michael Milken with making finance more competitive and less monopolistic. Assessing the "power triad" of the U.S./Japan/Western Europe, he deems European nations the least stable link, with Germany gaining ascendancy. He looks warily at "Global Gladiators"--drug cartels, Khomeini, multinationals, the Pope--who challenge the boundaries of the nation-state. Toffler's inflated, slogan-slinging probe entertains as it serves up bytes of information and insight, some provocative, some facile.

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From Library Journal

Following *Future Shock* (LJ 7/70) and *The Third Wave* (LJ 4/1/80), this final volume of Toffler's trilogy on revolutionary change argues that the control of knowledge has become the principal means to create wealth and power. Aided by the widespread use of computers and other communications technologies, this "powershift," Toffler predicts, will dramatically alter the world's political balance. The superpowers will no longer dominate, since massive military power and control of natural resources will diminish in importance. Access to the latest information will allow developing countries to skip stages of economic growth. On the business level, executives will use knowledge as an instrument to gain control of their companies. Unfortunately, Toffler's thesis suffers from an unclear concept of power, failing to distinguish clearly between influence and the use or threat of force, and some of his claims about the power of knowledge seem exaggerated. The book's best feature is the wide range of information it contains, presented in an easy-to-read style. Previewed in *Prepub Alert*, LJ 7/90.

- *David Gordon, Bowling Green State Univ., Ohio*

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Lori Gravitt:

The reason? Because this Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century is an unordinary book that the inside of the guide waiting for you to snap this but latter it will distress you with the secret this inside. Reading this book alongside it was fantastic author who else write the book in such awesome way makes the content inside of easier to understand, entertaining method but still convey the meaning totally. So , it is good for you because of not hesitating having this any more or you going to regret it. This excellent book will give you a lot of benefits than the other book possess such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I were being you I will go to the book store hurriedly.

Brandi Johnson:

This Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century is great guide for you because the content and that is full of information for you who also always deal with world and still have to make decision every minute. This specific book reveal it info accurately using great plan word or we can say no rambling sentences included. So if you are read it hurriedly you can have whole information in it. Doesn't mean it only offers you straight forward sentences but challenging core information with attractive delivering sentences. Having Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century in your hand like having the world in your arm, details in it is not ridiculous one. We can say that no book that offer you world with ten or fifteen moment right but this reserve already do that. So , this really is good reading book. Hey Mr. and Mrs. busy do you still doubt which?

Troy Kemp:

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