



THE SIGNALS ARE TALKING

WHY TODAY'S FRINGE IS TOMORROW'S MAINSTREAM

Amy Webb

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No one saw him coming. A year ago, Donald Trump was a fringe candidate—too far afield of mainstream politics to be taken seriously. Even if he won the Republican Party nomination, everyone assumed that he'd lose in a landslide. Especially after allegations of sexual harassment, salacious off-camera remarks and scandals at his namesake university—everyone, from pollsters to business executives to journalists, thought our future included Hillary Clinton in the White House and Trump as her permanent antagonist on TV.

Everyone got it wrong.

In the aftermath of the 2016 Presidential Election, members of the media, business leaders, political strategists, and everyday voters all want the answer to a very simple question: What comes next? America just elected the human embodiment of a Black Swan to the nation's highest office—during a time when we are still grappling with how **artificial intelligence** will affect jobs, how **Russian hackers** are threatening **cybersecurity** and what life will be like once our **cars drive themselves**.

“The only way forward,” says noted futurist Amy Webb, “is to pay close attention to the fringe, to listen for signals, and to **democratize the tools of futurists** so that more people are prepared for what's to come over the horizon.”

Webb's new book: **THE SIGNALS ARE TALKING: Why Today's Fringe is Tomorrow's Mainstream** (PublicAffairs, December 6, 2016) arrives at a fortuitous moment, as it gives critical guidance on how to think like a futurist in order to most accurately answer pressing questions about the future of our economy, emerging technologies, political systems, and civil liberties.

“A rare treasure: a substantive guide written in a narrative that's a delight to read.” – *Christopher Graves, Global Chair, Ogilvy Public Relations*

"[The Signals Are Talking] provides several brain-bending future possibilities...Webb's stellar reputation in this red-hot field should generate demand." —*Booklist*

“A logical way to sift through today's onslaught of events and information to spot coming changes in your corner of the world.” — *KIRKUS*



**Meet Amy Webb at the
2017 International CES®**

Webb will talk about SIGNALS, Tuesday, Jan. 7 at 2pm on the CES Stage, as part of Gary's Book Club.

Book signings will be held immediately after at 2:30pm.