

The background of the book cover is a vibrant, comic-style illustration. It depicts several yellow robots with black and blue accents. One robot in the upper left has a skull-like face with a grid for a mouth. Another robot in the lower left is wearing a yellow helmet and goggles. On the right side, a man with brown hair and glasses, wearing a grey suit and a pink tie, is holding a green-handled broom. A pink bucket is on the floor near his feet. The overall style is bold and graphic, with a limited color palette of yellow, blue, green, and grey.

A NEW YORK TIMES BESTSELLER

BUSINESS
BOOK OF THE
YEAR 2015
WINNER



McKinsey & Company

RISE OF THE ROBOTS

TECHNOLOGY AND THE
THREAT OF A JOBLESS FUTURE

MARTIN FORD

"A BREATHTAKING NEW BOOK ON
MODERN ECONOMICS."

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Resumo de Rise of the Robots: Technology and the Threat of a Jobless Future

Winner of the 2015 FT & McKinsey Business Book of the Year Award
A "New York Times" Bestseller
Top Business Book of 2015 at Forbes
One of NBCNews.com 12 Notable Science and Technology Books of 2015
What are the jobs of the future?

How many will there be? And who will have them? As technology continues to accelerate and machines begin taking care of themselves, fewer people will be necessary. Artificial intelligence is already well on its way to making good jobs obsolete: many paralegals, journalists, office workers, and even computer programmers are poised to be replaced by robots and smart software.

As progress continues, blue and white collar jobs alike will evaporate, squeezing working- and middle-class families ever further. At the same time, households are under assault from exploding costs, especially from the two major industries education and health care that, so far, have not been transformed by information technology.

The result could well be massive unemployment and inequality as well as the implosion of the consumer economy itself. The past solutions to technological disruption, especially more training and education, aren't going to work.

We must decide, now, whether the future will see broad-based prosperity or catastrophic levels of inequality and economic insecurity. "Rise of the Robots" is essential reading to understand what accelerating technology means for our economic prospects not to mention those of our children as well as for society as a whole."

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