

A Whole New Mind

BY DANIEL H. PINK

The Information Age has belonged to the computer programmers, engineers, and standardized test takers among us. *A Whole New Mind* warns that a society built on linear computer like capabilities is experiencing a profound shift to an inventive, empathetic, big-picture orientation. In this new Conceptual Age it will be the creators, pattern recognizers, and meaning makers that reap the rewards of society. In short, the right-brained will inherit the earth.

Abundance has over-satisfied our material needs, placing a premium on right-brained sensibilities, such as beauty, spirituality and emotion. Data-intensive white collar jobs are increasingly moving offshore to lower-cost workers in economically developing “second-world” countries, such as India and China. Automation that once proved that computers could replace human backs is now replacing human minds. To thrive in the Conceptual Age one will have to master abilities that can’t be shipped overseas, and develop skills that computers can’t do faster, better, or cheaper.

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